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UNIVERSITY OF ILLINOIS
AGRICULTURE LIBRARY

It Says Here . . .

High School Students Choosing Careers...

This is the time of year when many high school students are choosing careers. A large number are selecting colleges to attend to prepare for these careers. Associate Dean Karl E. Gardner points out, however, that few of these students are aware of the many career possibilities in agriculture.

Last fall no new male freshmen enrolled in the College of Agriculture from 35 Illinois counties. Fifty-two county tuition scholarships for agriculture were not used. Students from urban areas have indicated that at no time during their high school careers did they receive information concerning the broad field of agriculture.

There are several reasons for this situation. One is financial. The field of engineering has just spent an estimated 22 million dollars to promote careers in engineering. And rising enrollments in engineering prove its effectiveness. The physical sciences spent 8.8 million dollars, and business education 4.5 million. Agriculture has spent nothing on a formal basis. Many high school counselors are not acquainted with the field of agriculture, so they guide their students away from it.

Obviously considerable work needs to be done in this area--work that must be shared by all members of the College of Agriculture. This does not mean that we need to "shake the bushes" for agriculture students. But it does mean that the youth of every Illinois county should be made aware of the careers open to agriculture graduates.

Radio programs, columns, news stories, or talks on this subject in the next few months undoubtedly would be appreciated by many high school students and their parents.

Who Uses Publications?...

Last September the University of Tennessee's publications office kept tab on who requested their bulletins and circulars. Since practically every county extension office stocks publications, we thought you might be interested in the results. Here's the breakdown:

Six percent of the requests: Route number addresses.

Six percent: Foreign countries.

Twenty-one percent: City home addresses.

Nine percent: Commercial research workers or industries.

Forty-six percent: High school or college students and libraries.

Five percent: University personnel over the state.

Seven percent were requests for information or lists of publications.

Check Yourself on Radio...

If you ever wonder how effective your radio program is, ask yourself these questions:

Do the openings catch the listener's attention in the first 20 seconds? Is the message interesting, clear and to the point? Do you explain where the listener can get more information?

If you can answer these questions with a "yes," you've got radio working for you.

1/5/61

It Says Here . . .

No Used Projectors for Sale...

Two county staff members recently asked, "What happens to used slide projectors at the University?" They thought possibly the projectors could still be used in county programs. Such equipment is usually traded in on new items unless it is junk. The best bet is to hinge your communication efforts to modern, automated equipment...because that's the only kind a progressive county staff can afford.

Requests for Photo Mounting Info...

Several counties must be using photos in exhibits and subject-matter presentations if requests for mounting information is any indication. Art Sechrest of Richland county says he gets bubbles and wrinkles when using a household iron and mounting tissue. Since a dry-mounting press is expensive, we recommend the following two techniques for your use:

1. Double-Surface Rubber Cement

This technique is suitable for mounting photos temporarily.

First, lay your photo over the mounting area and make light registration marks. These marks are important in getting good registration during mounting. Now, apply a coat of standard rubber cement to the back of the print and to the mounting surface. Let these coats dry until they are extremely sticky.

Next, line up the photo with your registration marks without touching the mounting surface. Be careful, however, as you can't move the print after you place it on the mounting surface. When it's in place, lay a sheet of clean paper over the photo and press firmly with the palm of your hand. Work from the center of the picture out to the edges.

2. Wheat Paste Method

This technique is good for mounting photos permanently on masonite, plywood and painted surfaces. Use wheat paste, commonly known as wallpaper paste. Mix it according to directions.

Take a sponge and dampen the photo on the front and back. Do not rub the emulsion side too hard. Too much water and pressure will damage the photo. With a paint brush, apply a thin coat of wheat paste to the back of the photo and to the mounting surface.

Lay the photo on the mounting surface. With a stiff fiber brush, like a wallpaper brush, brush out air bubbles with moderate strokes. Work from the center of the photo to the edge. Using a sponge, remove excess paste around the edge of the photo, and let it dry six to eight hours before using.

Personalize Your Radio Programs...

With other media competing for the listener's time, today's radio programs must catch the attention of prospective listeners. Word "pictures" should be easy to follow. Use simple words and phrases that tell your story in a way that will interest even the casual listener.

Many advisers rely on "canned" copy for their radio programs. With a little editing to personalize and localize the copy, it will help you build an even bigger and better radio program.

January Carnations...

This month we send carnations to Douglas county's John McCue. McCue recently received many fine compliments in a Tuscola Journal editorial, praising him for the good job of public relations he does as a farm adviser.

1/12/61

It Says Here . . .

"Good" Reasons For Doing Nothing...

In Extension, we are always seeking new and better ways of doing things. We are geared to change. But often we are working with others who are geared to status quo. Sometimes we ourselves resist change. We like things the way they are, and we are more comfortable doing nothing.

It is refreshing to look at some of the reasons people give for "doing nothing"--for resisting change. We are indebted to Edgar Dale, Bureau of Educational Research and Service, Ohio State University, for a penetrating analysis of the "reasons for doing nothing." The following excerpts are from one of his articles in THE NEWSLETTER.

"One of the reasons often given for opposing change is that THE PROPOSAL WOULD SET A PRECEDENT. No one has yet figured out how to make changes without setting precedents, but stating the argument in this way makes it sound convincing.

"A second reason given for doing nothing is that WE HAVE NOT YET CONCLUSIVELY PROVED THAT THE OLD METHOD CAN'T BE MADE TO WORK OR THAT THE PROPOSED NEW ONE CAN. Certainly, we do need research and we do need surveys. But it is one of the hazards and adventures of life to break new ground.

"A third way to evade responsibility for study and action is to label a proposal as ANOTHER FAD.

"A fourth reason (and one of the most common and all-embracing) for doing nothing is that THE TIME IS NOT RIPE. Let us not be fooled by a metaphor. Time itself doesn't ripen, but people's ideas and ideals do. Yet unripeness of the public mind is often given as an argument against acting on many questions. And things don't seem to be getting better.

"A fifth reason for doing nothing is that THE SITUATION IS HOPELESS. We can point out that smarter people than we have struggled with the problem and have failed to come up with a solution. We can paint a picture of the high chance of failure and the meager chance of success. We can suggest that we do nothing until and unless we are absolutely sure of succeeding. But it is the weak man, not the strong man, who wants absolute certainty. It is the essence of leadership not only to live successfully with uncertainty, but also to be challenged by it, to experience its hazards and excitements, to know that the game is being played for high stakes, not for peanuts.

"Sixth, we object to a proposed action on the grounds that WE CAN'T AFFORD IT.

"Finally, a seventh good reason for doing nothing about a problem is that IT IS A CONTROVERSIAL ISSUE. To speak of controversial issues is to be redundant. Any important issue is controversial. Vigorous, meaningful life moves forward on the backs of angry, indignant, alarmed, appalled, uncomfortable, hurt, disinherited, alienated men and women. A call for serious, informed controversy on critical problems does not mean that we should butt our heads against a stone wall when we ought better walk around it. But if there are no major controversies gripping the attention of a school, a college, or a business, then that institution is dying--training for the past, not educating for the future."

---Edgar Dale

1/26/61

It Says Here . . .

What Goes Into a Top-Notch TV Show?...

Almost every day we hear of an extension worker who has been asked to present a program on television. And, most often, we are asked, "How can we make it a good show?" Here's our answer:

Although television productions are sometimes complicated and involved, there are three simple elements in any show: the subject, visuals and talent (usually you). And one of them can make or break the show.

YOUR SUBJECT: This one is obvious. As with a news story, meeting, or speech, the subject must be important and interesting to viewers. If it isn't important or timely, the show probably won't succeed. Similarly, if the subject is appropriate for only a small portion of the audience, not many people will watch.

Here's an example: More people will watch a program about "getting a lawn off to a fresh start in spring," than one about "benefits of docking lambs." Of course, you can present an interesting program on docking lambs. But a program about lawn care will attract more viewers right from the start. As a channel, television comes closest to being a true mass medium of communication. You have a mass audience. So choose subjects that are interesting for this audience.

YOUR VISUALS: "Television is a visual medium!" Although this has been said many times, it is more important now than ever before. Television audiences expect visuals. Few programs without visuals can either attract or hold an audience.

A veteran farm television director recently commented that he tries to present two-thirds of his information through visuals.

In selecting TV visuals, remember that the screen is in the proportion of four to three and on the horizontal plane. Your visuals should approach the same proportion. Keep TV visuals simple. The viewer concentrates his attention on a small area--his television screen.

There are thousands of visual possibilities--actual objects, 8 x 10 still photographs, slides (horizontal), models, motion pictures, chalk board and newsprint pad. Usually a live object is most interesting. Viewers would much rather see baby pigs than pictures of baby pigs.

YOUR TALENT: If you have picked an interesting topic and found good visuals, your program is off to a good start. And yet it could fall on its nose because of a poor presentation. Your guest may be at fault, or it may be YOU.

Television makes most people look quite different from the way they look in person. So if you haven't already done it, be sure to have someone critique your next appearance.

Television frequently stresses unwanted meanings from physical or personality features. If you don't smile, you probably will look mean or sullen. If you don't speak with inflection and vigor, you may appear lazy, tired or dull. If you are a little unsure of yourself, you will appear very nervous. So for any television appearance, be awake, happy, and confident.

These three elements--your subject, your visuals and your talent--can make or break your television presentation.

2/2/61

It Says Here . . .

Effective 4-H Window Exhibits...

Few are the advisers who never need a window exhibit for 4-H Club Week or some other special occasion. A new 12-page illustrated leaflet by Duane Nelson, USDA Extension Service Visual Project Leader, shows how to make one from start to eye-catching finish. By following the outline, you and your 4-H Clubs can provide local merchants with storytelling displays they'll be proud to have in their windows.

Your club benefits from such promotion which informs adults and youngsters about your program. Don't "hide your light under a bushel" - take advantage of window displays. They can also be adapted for use at fairs and other exhibits.

Since the supply is limited, we are sending a copy to each of the home advisers and asking them to share it with the rest of the county staff.

Conservation Workshops...

Included in this week's packet for farm advisers are brochures concerning Youth Conservation Workshops. These brand-new workshops are sponsored by the Superintendent of Public Instruction and the five state universities. They offer five areas of study: soil, water and mineral resources, and forest, fish and wildlife resources.

Seven workshops will be offered this summer at the various universities. Each workshop will last six days.

The superintendent's office has asked us to distribute the brochures to farm advisers. And they'll appreciate your promoting the workshops as much as possible. We've included a fill-in story in this week's packet for both farm and home advisers.

"The Adviser" Now Completed...

By now many farm advisers and assistant farm advisers have probably received their copies of "The Adviser." As you may remember, this is the official report of the Illinois Farm Advisers Association. If you have not yet received a copy, contact your district representative on the ISAFA Information Committee. Committee members are distributing copies to each farm adviser and assistant farm adviser in their district.

Building a Backlog of Tapes...

Many advisers already make tape recorded interviews with specialists visiting in the county. These tapes are usually used within a week or two. But you can also use tapes to "store" material for later use.

For example, suppose that a crops specialist attends a meeting in your county this week. Chances are he may not return for several months. But you know that within the next month or two farmers will have many questions about corn and soybean varieties, minimum tillage and so forth. Why not cut several tapes with this specialist right now and save them until they are more timely.

Hats Off to the Tribune...

We tip our hat this week to the Chicago Daily Tribune. In their neighborhood news section February 2, they carried a lengthy article reporting the work of the DuPage County Home Economics Extension Service. Five photographs accompanied the article. We also salute Mrs. Elsie R. Butler, home adviser, and her assistant, Mrs. Rachel Crabb, for working so closely with their media.

2-16-61

It Says Here . . .

You Can Be A Better Leader...

An article in the NATION'S BUSINESS offers six suggestions for improving your performance as a leader or member of a business group. The suggestions are based on the work of Gordon L. Lippitt, psychologist and program director of the National Training Laboratories. Since extension personnel work so closely with groups, we thought you might like to hear these suggestions:

To work more effectively in group situations a businessman needs to develop:

1. Awareness of his own impact on a group.

2. Insight into the needs, abilities and reactions of others.

3. Sincere belief in the group approach to program-solving.

4. Understanding of what makes a group tick.

5. Ability to diagnose the ailments of a sick group.

6. Flexibility as a leader or member.

The first two qualities are closely related. Both require what Lippitt calls sensitivity.

Packet Enclosures...

Items enclosed with this week's packet for farm advisers include the February wall chart from SUCCESSFUL FARMING and a story and photograph regarding Farm and Home Festival. The latter are designed for your county publications in March. Within several weeks we'll send you a packet of Festival stories for your own information programs.
2/23/61

Confirmed Goozlers...

The other day we thumbed through a book called Effective Letters in Business. We particularly enjoyed one passage which goes something like this:

"When the average person sits down to write a business letter, he completely changes his personality. Instead of being friendly and cheerful, he usually becomes as cold as an oyster and as formal as the king's butler. He fusses and fumes, 'ums' and 'ahs,' then finally comes out with something like this:

"We beg to advise and wish to state
That yours has arrived of recent date
We have it before us, its contents noted,
And herewith enclose the prices we quoted.
Attached please find as per your request
The samples you wanted, and we would suggest,
Regarding the matter and due to the fact
That up until now your order we've lacked,
We hope you will not delay it unduly,
And beg to remain yours very truly.

"This style of composition is known as 'goozling,' and anyone who has occasion to carry on any considerable amount of business correspondence is aware that many executives that dictate America's business letters are confirmed goozlers."

Answer These Questions...

Before writing any letter, think specifically about answering the following questions:

1. What am I trying to accomplish in this letter?
2. How can I best accomplish this purpose?

It Says Here . . .

Fire Destroys Film Records...

Last week a major fire at the University Audio Visual Library destroyed shipping records for films. If you have films booked for delivery this spring, write them immediately for confirmation of shipment. Library personnel are now moving into temporary headquarters. A fire wall saved the educational film library, which incidentally is the largest in the nation.

"Feed Automation" Prints Available...

The demand has exceeded the supply of film prints of "Feed Automation Through a One-Inch Pipe." Agricultural engineer Frank Andrew has requested that we make two more prints available. We'll place them in the University Audio Visual Library for shipment by March 6.

Minimum-Tillage Interest Continues...

Wendell Bowers reports a continued interest in the minimum-tillage film. Produced two years ago for an educational campaign, the film has been booked solid this winter.

Twelve Months of Summer...

This 20-minute sound, color film was recently previewed by L. E. Card. It portrays the story of alfalfa dehydration from field to finished product. It includes research findings at land-grant institutions. Extension livestock specialist Harry Russell reports that Illinois advisers can request it from Parker Shirling, Middletown Mills, Burlington, Iowa.

Opportunities Unlimited...

We had a rush call this week from L. B. Broom, Area Resource Development Adviser at Dixon Springs, for the new USDA film, "Opportunities Unlimited." Les wanted to use this 13 1/2-minute sound, color film for an important rural development meeting. You may want to use it also. So we are enclosing a pamphlet describing how it portrays rural development. Nonfarming as well as farming audiences will enjoy it.

Festival Posters Mailed This Week...

This week each farm adviser will receive eight copies of the Farm and Home Festival poster. We would appreciate farm advisers' giving a few to home advisers for distribution around town. Extra copies of the posters are available if any county needs a few more.

Neglected "Loyalists"...

As you can appreciate, putting together "The Adviser" had its problems and complications, and a few names were bound to be overlooked. Three deserving advisers were unfortunately left out of the "loyalists" section.

R. E. Apple worked as an Illinois farm adviser 33 years before he retired in January. Effingham county's Clint Cutright has logged 24 years as an adviser, and Ford county's Arnold Rowand has marked 19 years.

Several names were also left out of the biographical section. These omissions will be included in next year's "Adviser."

3-2-61

It Says Here . . .

Let's Take A Poll...

The next time you read the results of a current public opinion poll, or are in the mood to take such a poll in your county, ponder these thoughts by A. Edward Miller of McCall's magazine:

"I feel the need to decry for a moment the manner in which public opinion polls have tended to replace or inhibit good effective judgment in this country. As polling techniques have become better and better, there has been a greater tendency to rely on them in the political arena. I see a greater tendency to use public opinion polls to ferret out issues which are of concern to segments of the public and, I suspect, to influence candidates' judgments.

"More often than not, these public opinion polls make very little effort to ascertain whether the opinions rendered by the public are based on prior thought or reasoning or even adequate information. It seems shocking to me to assume that if we tabulate the opinions of consumers who individually don't know what they are talking about that their collective opinions will make a significant contribution to our knowledge about anything."

Packet Enclosures...

1. Farm advisers will receive a packet of promotion stories and other material for the Area Swine Days coming up soon. You can easily adapt the material to press, radio or television.

2. Both farm and home advisers will receive a promotion packet for Farm and Home Festival. It might not be mailed, however, until later this week. By early next week, all farm and home advisers should each receive 50 copies of the Festival program. We have extra copies in case any county needs more than 50.

Five Important Reasons...

Profit, ease and convenience, quality of product, keeping up with the best farmers and good relations with others. These are five of the more important reasons why farmers change from one practice to another. But some of these reasons are more important than others, depending on the practice.

That's the major finding by Wisconsin rural sociologists. They asked farmers which of the five goals they considered important in getting new equipment or buildings, in using cropping and soil conservation practices and in dairying.

Most farmers considered profit the most important goal when buying a new forage harvester. But in putting up a new bulk milk tank, they considered both profit and ease and convenience.

Cropping practices had no general trend. High yields seemed more important than profit to farmers who side-dress their corn, probably aiming for membership in the Pacemakers Corn Club. Farmers who strip-cropped said they were interested in saving the soil, preventing washing and increasing crop yields.

"Keeping up with the best dairy farmers" is a strong reason for using the Dairy Herd Improvement Association, the research shows. Conversely, the time and trouble to take samples were reasons for not testing. Profit seemed to have more importance to Grade A dairymen than to other dairymen.

What's the moral? As one man said, these five goals that farmers consider important are the basis for reader appeal. But one or even two appeals will not register with all readers. So before writing or speaking, analyze your audience.

3-9-61

It Says Here . . .

4-H Coverage Excellent...

We have been impressed many times during the past two or three weeks with the fine showing the counties made in cooperating with local newspapers in covering National 4-H Club Week.

Newspapers on hand show excellent use of mats, pictures and local, state and national news stories in telling the 4-H story. Most impressive, of course, are the local stories and pictures. We realize how much planning and just plain hard work on the part of the county staffs went into each special issue.

We offer you a well-deserved pat-on-the-back for a job well done. If it were possible, we would write each of you a note.

Glad To Hear From You---But...

All of us in the office sincerely appreciate being kept informed about goings-on in the various counties. We like to receive copies of your columns, tear sheets from local newspapers featuring your material (such as the 4-H editions), and other examples of county information work. We hope that you will keep sending this material along to us.

There may be times, though, when you would like to have our comments on a particular item. If so, it would help us if you would not be too shy about asking for such comments. Just attach a note saying what you would like to have.

Just as you do, we receive a rather large quantity of newspapers, magazines and other information materials from a great many sources. Unless you address your material to a particular person, it may get lost in the shuffle.

3-16-61

More Advisers Going On The Air...

We understand that more and more advisers are becoming radio enthusiasts. Advisers from Wabash, Perry, Jersey, Greene, Kane and Kendall counties are the latest ones to go "On The Air."

Down in Wabash county, Charles Engelhardt is broadcasting a daily 5-minute noontime show over Mt. Carmel's WVMC. Perry county's radio station is DuQuoin's WDQN. This station broadcasts a daily 15-minute noontime farm show on which C. R. Howell and Bob Schmerbauch appear twice a week. The station has offered them more time whenever they want to expand their radio programming.

Both farm and home advisers, as well as assistants in Jersey and Greene counties, are sharing a program on Jerseyville's WJBM. This is an early morning program, and the advisers are finding that a tape recorder comes in handy.

Up in Kane and Kendall counties, WKKD is a new station that's apparently making a bid for the rural listenership. The advisers in the two counties and the SCS personnel share a noontime show on this Aurora station.

Packet Enclosures...

We are happy to report that all advisers and assistants will receive four more units of the Communications Handbook. They are Photography 10-A, 10-B, and 10-C, and Radio 6. Since the last Photography unit was No. 6, you may think you missed 7 and 8. But they're still in progress.

All farm advisers will receive a copy of the March wall chart, "It's Shop Time Again."

It Says Here . . .

"Little" Questions About Television...

Many extension workers say it isn't really difficult to put on a TV show any more. And yet a number of little questions always come up just before air time. The answers to these "little" questions may mean the difference between a mediocre show and a good one. Here are some of these "little" questions and how we would answer them:

1. "How will I know how much time I've used?" Before going on, ask for obvious time cues. Ask for someone to wave a flag if necessary, so that there will be no doubt in your mind that your time is up.

2. "Can I watch the monitor when I'm on?" You can, but you'll probably get caught and your audience will wonder what you are looking at. So don't.

3. "Can I use notes?" In most cases you can. However, don't look at them too often.

4. "What should I say at the end?" Plan your closing comment before you go on the air. It's frustrating to get to the end, knowing that you have only five seconds left, and not know what you want to say.

5. "How loud should I talk?" Use your normal speaking voice, but speak distinctly. Use the same speech habits that you use on radio.

6. "How can I be sure the audience can see my visuals?" You can't. And you can't worry about it. Tell the director what you want to show before you go on. Then let him worry about getting the camera shot to show it.

7. "What if something goes wrong with my visuals?" Do just what you would do in your office or in a meeting. Try to get them to work. If it takes several seconds, explain it to the audience. If it won't work, forget it and go on with your presentation.

8. "Can I do anything about being nervous?" Take three deep breaths. Then concentrate on enjoying the show.

When you first get to the station, ask questions that are bothering you. The fewer questions you have to worry about when you are on camera, the better your presentation will be.

Story Suggestions...

If your supply of story ideas is dwindling, here are a few to replenish it:

1. Minimum-tillage stories are always good in the spring. If you've already covered the subject once, try it from another angle. Of course, the money-saving aspect has the most appeal to readers.

2. Sheepmen might appreciate a story or two on lamb and ewe management. If a farmer in your county does a particularly good job in getting healthy and thrifty lambs on the early market, a story about his management practices might interest other sheepmen in the county.

3. Proper beef calf care and management always make good stories. Again, you might interview a local beef farmer.

4. A lot of farms still have pastures. How about a story outlining proper spring pasture management?

5. If you live in a county with a large urban population, landscape stories are always appreciated by the backyard gardeners.

6. It's still not too late for stories on soil insecticide treatments.

Spring Lawn and Garden Packet...

Within the next few days, farm and home advisers should receive a copy of the 1961 Spring Lawn and Garden Packet. We are also sending this packet to all Illinois daily newspapers, but not to weeklies. You might pass on some of the material to weeklies especially interested in gardening information.

3-23-61

It Says Here . . .

Wack Thinks About Polls...

Bob Wack writes that the March 9 item concerning public opinion polls does apply to Extension. He suggests that advisers may be urged to take surveys and polls when the results may be more misleading than helpful. He says:

"So many times we do get opinions which tend to guide us in Extension that certainly were not based on prior thought or reasoning, or even adequate information."

He also has the courage to suggest that "your office is occasionally guilty of the above thought." And I suspect we are.

Education For Success In Extension...

Alex Warren, Acting District Agent for the Oklahoma Extension Service, did a Ph.D. thesis on "Training Factors Associated With The Success Or Failure Of Cooperative Extension Workers." Here are some quotes from his summary:

"An analysis was made of the formal preparation of 35 highly successful and 35 unsuccessful male Cooperative Extension workers in Oklahoma. The college transcripts of the 70 persons were collected and studied.

"The data indicated definite relationships between a broad curriculum, including communication skills, sociology, education, and mathematics, and success; and a correspondingly definite relationship between a more narrow specialization in technical agriculture and failure on the job as a Cooperative Extension worker."

In his conclusions, Warren states, "It does not matter how much knowledge a person has in a given technical area if this person cannot interpret and communicate this knowledge to persons who can benefit from it."

(Robert Wack, what say you about this?)

Feed Grain Information...

Within the next few days you should receive a question-and-answer story regarding the new feed grain program. Harold Guither is also working with the Department of Agricultural Economics in setting up guides to help farmers decide whether they should participate in the program. You should be hearing from them shortly.

Secretary Freeman to Attend Festival...

The College learned this week that Secretary of Agriculture Orville Freeman has accepted an invitation to attend the Farm and Home Festival next week. He will be here Thursday, April 6, for lunch, a press conference, and then a speech at 3:00. Although we haven't learned the title of his talk, it will probably concern the feed grain program. We'll release more details of his appearance in this week's packets.

Radio Editor Visits Counties...

J. J. Feight traveled west and southwest last week as he visited advisers in DeWitt, Logan, Morgan, Cass, Adams, Calhoun, Madison, and St. Clair counties. Together with several of the farm advisers, he visited radio stations in their counties to discuss increased radio coverage of farm news. Several stations signed up for the weekly tape service, making a total of 38 stations that now receive the service.

3-30-61

It Says Here . . .

Feed Grain Program Information...

A Feed Grain Program Handbook has been planned to help keep farm advisers informed on new developments. This week you will receive the following materials:

1. A table of contents listing the major divisions under which all materials can be placed.

2. A brief outline of general provisions as used on flip charts at last week's meetings in DeKalb, Mt. Vernon and Springfield.

3. A guide for sharing payments, which Frank Reiss prepared.

4. A budget form prepared by R. A. Hinton and Robert Schwart. (Some 50,000 forms are being distributed to counties according to the number of farms in the county. Several copies of sample budgets are also included).

5. A Farm Management Facts and Opinions letter on break-even corn prices for those who comply and those who do not. R. A. Hinton is preparing this.

6. Two news stories, in our daily news packets, that relate to guides for planning crop programs and changes in the CCC grain sales policies.

Keeping these materials together will probably be helpful. So we are having all materials three-hole-punched so that you can keep them in a notebook.

We also suggest that you include in the Handbook last week's Outlook Letter and the Question and Answer story in the March 30 news packet.

Faggetti Reports Survey...

No doubt many advisers who work with their local editors in preparing a farm or home page often wonder about the page's readership. Well, over in Mason County, Joe Faggetti and his colleagues prepare a farm and home page for the Mason County Democrat. Last fall they decided to check its readership.

They sent a post card questionnaire to the 1,425 farmers and townspeople on the newspaper's mailing list. Some 266, or 18.6 percent, returned the card.

But 71 percent said they read the page regularly. Some 26 percent said "sometimes"; 2 percent said "never."

Regarding another question, 93 percent said they would like the page continued, while 5 percent said "no." Most people said they would like the page continued because "it's interesting and educational."

Another question asked readers to rate their interest regarding the farm adviser's column, 4-H column and news stories:

F.A. Column: High, 63 percent; Medium 25 percent, and Low, 5 percent.

4-H Column: High, 44 percent; Medium, 33 percent; and Low, 9 percent.

News Stories: High, 66 percent, Medium, 21 percent; and Low, 5 percent.

The last question revealed that 46 percent of the respondents were full-time farmers; 9 percent were part-time farmers; and 42 percent were non-farmers.

4-6-61

It Says Here . . .

Festival Evaluation...

Within the next week or so, members of the Farm and Home Festival committee will meet to discuss last week's Festival. It would be O.K. for you to express any comments you might have. Jot them down and send them to K. A. Kendall, committee chairman.

Information Committee Looks Ahead...

During the Festival last week, the Information Committee of the Farm Advisers Association met with us to review in more detail the various means for getting material into the national farm magazines. We worked up an outline that might interest other farm and home advisers.

We first discussed why advisers are interested in getting more "representation" in the national magazines serving farmer and farm leader audiences. We agreed that improved representation can have a number of benefits:

1. Improvement of farming practices through the reporting of successful experiences of farmers with such practices.
2. Sharing with professional colleagues in the extension field personal experiences with successful educational techniques and methods.
3. Improvement of public understanding and support of extension work.
4. Personal recognition for successful accomplishments.

Then we hashed over the types of information that should be reported to various outlets. General farm magazines, such as FARM JOURNAL and PRAIRIE FARMER, like the following types of information:

1. Successful farm experience stories.
2. Outstanding 4-H and youth accomplishments (individual or club).
3. Farm family experiences.
4. Programs of farm-city relationships.

Special farm magazines, such as the NATIONAL HOG FARMER and HOARD'S DAIRYMAN, like success stories dealing with their specialties. They also like to receive educational method stories dealing with their specialties.

Leader magazines, such as BETTER FARMING METHODS and AGRICULTURAL LEADERS' DIGEST, like to hear about new and different educational techniques and methods. They also like (1) success stories with individual techniques, (2) results of studies and surveys you have conducted, and (3) honors, awards, and recognitions.

Procedure for Sending in Material...

Once you've decided, "I've got a story idea," decide which outlet should logically receive the article. Then write a letter to the editor or associate editor and outline your idea. Indicate whether you could supply pictures. After the editor responds, write your article and submit it directly to the publication.

As an alternative to the above suggestion, you could ask us for comments on the outline of the article.

Committee Meeting Next Month...

The Information Committee has decided to meet during May for an all-day conference. If you have any questions about writing for national publications, contact your district representative.

4/12/61

It Says Here . . .

Feed Grain Program Materials Coming...

During the last three weeks, farm advisers have received the outline and first few pages for the Feed Grain Program Handbook. Several news stories, a farm management newsletter, and two Outlook Letters have also been sent.

This week, farm advisers will receive the following Handbook material: (1) final sign-up provisions, (2) average and program acreage by counties, (3) information about state ASC committee members, (4) normal yields and payment rates in counties, (5) futures markets, and 1962 feed grain prices, and (6) a fill-in story on effects of plowed-down nitrogen on diverted acres.

A three-ring notebook would be handy for keeping this material together.

If you have questions or would like certain information about the Feed Grain program, drop a note to Harold Guither, 330 Mumford Hall. He'll try to get the information for you.

IFWBA Objectives...

As you may know, Illinois farm writers and radio-TV men organized their own association in 1956 called the Illinois Farm Writers and Broadcasters Association. The group immediately established six objectives or goals. During the Festival earlier this month, the group held its annual meeting and reviewed these objectives. Since many of you spend a great amount of time writing for your newspapers and preparing radio shows, we thought you would like to review these objectives:

1. To encourage more newspapers, radio stations, and television stations to recognize the need for and importance of more adequate agricultural reporting.

2. To acquaint more young people with the profession of agricultural writing and broadcasting and to encourage them to consider careers in agricultural journalism.

3. To achieve greater recognition and acceptance of the profession of agricultural writing and broadcasting by all fields of agriculture and administration.

4. To facilitate the exchange of information and ideas on techniques and methods among members of the association.

5. To provide association members with opportunities for background briefings on complex agricultural problems, especially in the field of farm policy and legislation.

6. To improve the reporting of agricultural information, including market news, via all the public media.

More on Direct Mail...

Industry people, who spend $2 billion a year on their direct mail programs, say "a grain of salt is needed when you see conclusions drawn from a single direct mail study." They say that you can't conclude from one study that illustrations are better than no illustrations; that one color is better than another; or that color is better than black-and-white; or that any single factor is responsible for the success of a mailing.

What does this add up to? Simply that the different factors affecting direct mail's effectiveness must be continually tested. Direct mail, however, is still an important tool in county information programs.

4-20-61

It Says Here . . .

The Language of Gobbledygook...

"A specter haunts our culture," writes Lionel Trilling in the American Quarterly. "It is that people will eventually be unable to say 'We fell in love and married'...but will, as a matter of course, say, 'Their libidinal impulses being reciprocal, they integrated their erotic drives and brought them within the same frame of reference.'

"The specter is Jargon; its practitioners, the Jargoneers. The Jargoneer loves to show off, to cloak a simple idea in elaborate language, to impress his readers by trying to make him think it is really a profound idea. His language is called Gobbledygook or Bafflegab ('multiloquence characterized by consummate interfusion of circumlocution').

"The present Grand Jargoneer, a lawyer, attained office by submitting the best translation of 'Jack and the Beanstalk.' It begins, 'Once upon or in or about a period of the historical development of our planet, there was a minor named, or with the appellation of John, or 'Jack' as he will be hereinafter designated, addressed, or noted, his other name or names to your relator unknown."

The above, taken from Effective Letters in Business, may seem grossly exaggerated. But it's surprising how many trite and outworn expressions we use in everyday conversation and writing of letters, reports and even news stories. Here are some common examples. Use them as a yardstick to measure the effectiveness of your writing and diction.

"Acknowledge receipt of..." Simply say, "We have received your letter."

"Enclosed please find..." This implies that the receiver must hunt for whatever is enclosed. Simply say, "I am enclosing..."

Other trite expressions include "Along these lines"; "At the present writing"; "At your earliest convenience"; "I have received your letter" or "This is to acknowledge receipt of your letter"; "Replying to yours of March 30...."

"For your information"; "Thanking you in advance"; "Thank you again" (once is enough); "This letter is for the purpose of requesting"; "Under separate cover"; "In receipt of"; "In answer to same," and so forth.

Kodachrome II Film...

During recent visits with county staffs and state specialists, we have been asked for information regarding the "new type of Kodachrome." From all reports and observations, we have been able to make, Kodak has made the old standby, Kodachrome, into a better product called Kodachrome II. So far it is available in daylight type only.

In our opinion, all staff members who are now using Kodachrome Daylight should now switch to the new "Kodachrome II for Daylight." Supplies will not be adequate for everyone until October. Type "F" users will be able to get the new Kodachrome II "F" probably by fall.

Kodachrome II is sharper than regular Kodachrome. It lets you project big, sharp images of excellent quality. The grain size is smaller and the grain pattern itself has less contrast than regular Kodachrome. Shadow areas are softer and dark areas don't go dark so fast with underexposure. Generally, bright colors are more saturated and pastel colors are greatly improved.

Reds in particular are more brilliant. Greens are more saturated, and yellows appear less orange and more pleasing.

Miracles From Agriculture...

This week we are enclosing in the packet a film flyer describing the new USDA film, "Miracles in Agriculture," which is now available for booking from the Audio-Visual Library.

4-27-61

It Says Here . . .

Citizens Committee Newsletter...

At the request of President Henry, we are enclosing a copy of the University of Illinois Citizens Committee Newsletter for each farm and home adviser.

Students Attend Advertising Conference..

The 12 students who are majoring in agricultural communications were guests of the Chicago Area Agricultural Advertising Association Seminar on "FARM MARKETING IN THE 60's" held Monday in Chicago.

More than 400 of the nation's top agricultural industry, media, and advertising representatives participated in the seminar which focused attention on the changing agricultural situation. Charles B. Shuman, AFBF President, was the luncheon speaker.

In welcoming the students, Seminar Chairman Daniel R. "Spec" Collins paid tribute to the University of Illinois for establishing the new agricultural communications major.

Ag Calendar Correction...

Jim McCurdy, Edwards County Farm Adviser, tells us that the Edwards County Feeder Pig Sale on May 19 starts at 10:30 a.m. The May-June Agricultural Events Calendar incorrectly lists 12:30 p.m. as the starting time.

Making On-The-Spot Interviews...

"Good farm stories don't walk into your studio--they are made out on the farm. Carry a recorder just as a photographer would carry his camera." That's the suggestion of a well-known farm broadcaster.

5-4-61

As in photography, where film is usually the cheapest item, an ample supply of tape is probably the least expensive item for making tape recordings. On-the-spot interviews are often fleeting. Many times you can't go back once you've missed an interview chance. So take the recorder and plenty of tape with you!

Subjects for on-the-spot interviews are unlimited. Specialist visits to the county are one opportunity. Farm and home visits are naturals. You can report success stories or on-the-spot problems and suggest solutions. Fairs, 4-H events, style shows and extension meetings are good.

The on-the-spot broadcast is like a play except that there is usually no rehearsal. But the scene must be set, the characters brought to life and the action carried on.

How much of this word-picture you should describe depends on the length of the interview. Use some description to set the mood and explain the surroundings. Do this by taking time before recording, if possible, to get acquainted with the interviewee and outline briefly what you will discuss.

In most on-the-spot broadcasts, there will be sounds other than the recorded voices. Explain the source of the noise. Interruptions or continuing background noises, if cleverly used, can add color and movement to the on-the-spot interview. The auctioneer's chant at livestock auctions and the whine of a food mixer at a cooking school are two examples.

Keep your on-the-spot interviews as short as possible. The exact length depends on the subject matter and the length of your radio program. Use the on-the-spot interview as only one segment of your 15-minute program. But such and interview, if it's newsworthy, might be the "whole show" for a 5-minute radio program.

It Says Here . . .

Shape Photos For Greater Impact...

The next time you prepare an exhibit or printed material that calls for photographs, try shaping the photo for greater impact. Simply trim the photo into a bold shape such as a butterfly, button, telephone, tooth, leaf, house, or even a steer.

Different shapes are much more effective than the usual square or rectangular photos and give your message that extra punch. They are also real attention-getters.

Shaping the photos, of course, ruins them for future use. But you could cut the desired shape out of white paper and use it as a stencil. Place it over the photo and the printers will copy it.

Mullen Tests "Pulse"...

Rock Island County's Jack Mullen reports that in February he sent a post card survey to 1,000 farmers to "get some idea of the Extension and animal health pulse." Some 9.8 percent of the farmers returned the cards. Here are the questions he asked and the answers farmers gave:

1. Have you found your Ag Extension Service satisfactory? Yes-76% No-7%

2. Are you interested in animal health information? Yes-84% No-3%

3. Do you listen to "Your Farm Adviser" on WDLM on Saturdays? Yes-15% No-69%

4. Do you read the farm adviser's news articles? Yes-86% No-3%

5. Is your veterinary service satisfactory? Yes-78% No-7%

6. Would you be interested in a regular veterinary consulting service? Yes-52% No-28%

TV "Farm Report" Goes Network...

Last Monday, people in the Peoria area saw our noon farm television show for the first time. The reason: WMBD-TV began receiving the program "live" from the Champaign Station, WCIA, and retelecasting it.

Farm Report is the short, 4½-minute program that we have been producing on WCIA for the past three years. WCIA recently purchased WMBD and has decided to use the Farm Report on both stations. So if someone asks about a farm television show from the University of Illinois, it may be Farm Report that they have in mind.

Since the station management permits us to show, demonstrate, or discuss whatever we want in the show, we have tried to make it an Extension program. We rely heavily on Extension specialists for our program materials. We do this not only because our specialists are good television personalities, but also because we hope viewers may remember them when specialists appear on tours or at meetings. By no means, however, are appearances on the program restricted to specialists and researchers. Any Extension worker is free to use the program to help solve farm problems or support Extension programs. If you prefer not to appear in person, give us the idea or topic and we'll find someone to discuss it.

In discussing farm problems, we limit our discussion to these three questions:

(1) What is the problem?
(2) How do I recognize it?
(3) Where do I go for assistance?

Of course, if recommendations are simple, we report them. But we have to keep it simple.

This summer, a station representative will act as host on the show, but our office will continue to arrange for subject matter and specialists. So send your program topics or ideas to this office.

XTENSION EDITORIAL OFFICE UNIVERSITY OF ILLINOIS COLLEGE OF AGRICULTURE 330 MUMFORD HALL, URBANA

It Says Here . . .

Making Decisions...

Decision making is a commitment of yourself. Before you reach it you must have tested facts vigorously and weighed possible results. You cannot always go by the plotted course. The realities may contradict charts and statistics. The leadsman on a ship sings out: "The water's shoaling rapidly"; the captain says: "There's six fathoms by the chart"; to this the leadsman replies: "Four by the line." Is the captain going to sail on, reckoning his chart a better guide than the lead?

When you come to make a responsibility-accepting decision, it is a great comfort to know that you have the respect and support of those around you. If everyone is pulling in the right direction, with esteem for you as a person as well as in your role of top man, your mind is free of jarring thoughts.

Very few persons in top management in these days cling to the idea of running things by dictatorial methods. No general in war, or statesman in government, or executive in business, can perform any glorious exploits, or notable service, without concurrence of other men's endeavors.

To obtain this means the removal of friction and conflict. Cooperation must be practiced by everyone, by those supervising as well as those being supervised. That state of affairs is not brought about by mimeographed messages from the front office, but by personal qualities.

The junior executive should cultivate the capacity for changing his mind. Consistency may be a jewel, but not at the cost of making a mistake. When your people produce new evidence of a convincing sort, repudiate your yesterdays with indifference to criticism. The man who sticks to his opinions tenaciously will find that the world has moved on and left him behind. Ralph Waldo Emerson did not write: "Consistency is the hobgoblin of little minds." He did write: "A foolish consistency is the hobgoblin of little minds."

Excerpted from "On Being a Junior Executive," The Royal Bank of Canada Monthly Letter.

Have You Noticed...

Some of you may have noticed that PRAIRIE FARMER now carries "Timely Tips on Agronomy." These tips are taken from Agronomy News. And they increase the "mailing list" of Agronomy News from about 7,000 to 180,000 Illinois readers.

FFA Convention Coming Up...

FFA boys from around the state will gather in Springfield on June 6-8 for their annual convention. Our staff will once again handle the press-radio-TV coverage. We are contacting vo-ag teachers concerning our coverage plans and offering our services, to the extent possible, in preparing for special releases, photos or tapes on their delegates.

5-18-61

It Says Here . . .

ow to Delegate More Successfully...

When the objective is to ease your mmediate burden, you should delegate:

1. "Hangover" responsibilities.
2. Recurring routine details.
3. Routine decision-making.
4. Jobs that regularly consume big chunks of executive time.
5. Functions you are least qualified to handle.
6. Details you don't like.
7. Duties that tend to underspecialize you.
8. Duties that tend to overspecialize you.

When the objective is to ease your mmediate burden, you should not dele-ate:

1. Activities for which you cannot define a goal.

2. Any job detail that has to do with essentially executive functions as:

   --Setting objectives for the company, division, department or office for which you're responsible.

   --Organizing subordinates into an efficient team.

   --Motivating and communicating with employees through planned, face-to-face contact.

   --Checking and analyzing results as guides to future plans.

   --Developing subordinates in job skills and routine decision-making.

3. Duplicating responsibility.

4. Disciplinary power.

5. Decision-making which involves objectives of the firm.

Report From Information Committee...

The Farm Advisers Information Committee recently met with the editorial staff to discuss six major topics:

1. Improving extension public relations.

2. Improving the professional communication skills of advisers.

3. Improving editorial services to advisers.

4. Improving county equipment and facilities for information work.

5. Improving relationships with public media editors.

6. Improving evaluation of county information work.

By now you may have received a complete report of this discussion from your district representative on the committee. Committee members are planning to discuss the report with their colleagues, and the Editorial Office will discuss it with the assistant state leaders for agriculture. During June conference, the committee and the editorial staff will again meet to plan final action for carrying out the above topics.

5-25-61

It Says Here . . .

Recorder For Research Study..

Five county offices are now cooperating with the Extension Editorial Office on a time-use study of tape recorders at the county level.

Under the study plan, we have made a new tape recorder available to each of the five counties under the supervision of the farm adviser. Each time the recorder is used for any purpose by any member of the county staff, the time and type of use are entered on a simple report form. These forms are then sent in to the Extension Editorial Office each month.

We have one more tape recorder available for any county that would like to participate in the study. To be eligible, the county must not have access to a usable tape recorder and must be willing to fill out and send in the time-use forms when the recorder is used. It is also desirable that the county have the opportunity to increase its use of radio through the facility of a tape recorder.

If you are eligible, please contact Radio Editor J. J. Feight, 330 Mumford Hall, Urbana.

Ideas: The Basis for Communications...

"A man cannot really speak or write well until he has something worth while to say.... The people who have something to write and speak about, something about which they feel deeply, have little trouble stating their ideas. We also find that original thinking or idea-getting comes hard and only after deeper concentration than most people are used to....

"That creativity, or idea-getting, is worth teaching is obvious.... Our experience shows that creativity can best be taught by helping people overcome the three crucial blocks to skillful creativity: dulled senses, stunted imaginations, and lack of emotional control....

"To become an acute observer, a person must understand why his senses are dull. Unless he does, retraining is valueless. Once we recognize the cause, it is fairly easy to counteract it if and when it appears. For instance, if we admit to ourselves that certain assumptions we make about the intelligence of workers are based on stereotypes and limited instances, then it would appear logical that we would not only think of workers in a new light but also improve our working relationships with them.... Having dull senses is fairly comfortable, but the thinking man, the creative man, is always a little uncomfortable, a little dissatisfied.

"Stunted imagination, the second important block to creativity, prevents many people from getting ideas. From childhood on, we are told to be practical.... The competitive aspect of our day-to-day living invites a negative reaction to someone else's ideas unless we can see the chance of some personal gain.... When we greet the ideas of others with a negative response we sometimes, perhaps oftener than we think, prevent ourselves from creating new ideas based on the one suggested by the other person....

"Two crucial emotional attitudes which tend to prevent creativity are, first, the fear of making a mistake or suggesting something impractical. And, second, the tendency, especially under trying circumstances, to grasp the first idea that comes along rather than postponing final choice until all possible ideas have been thought of.....

Because time imposes a mental handicap, we learn to do things quickly; and when a plausible solution to a problem comes up, we clutch at it. As often as not, this first reasonable solution is not the best one."

(Excerpted from article by Dr. Fred R. Dowling and Dr. A. Conrad Posz in Journal of the American Society of Training Directors, 2-60.) 6-1-61

It Says Here . . .

Field Editor Assignments...

During their meeting with the Extension editorial staff, the Information Committee of the Illinois Association of Farm Advisers strongly recommended the re-establishment of district "field editor" assignments. This recommendation is also enthusiastically supported by the assistant state leaders for agriculture.

The Information Committee proposed that one member of the editorial staff be assigned to each district to work with advisers on across-the-board county information programs and problems. Committee members suggested that each field editor visit the counties in his district at least twice a year and more often if requested by the county staff.

We believe that a good suggestion deserves prompt and positive action. The following field editor assignments are effective today:

District I - Harold Guither
District II - Jack Everly
District III - Dean Nosker
District IV - Pat Close
District V - J. J. Feight

These field editors are ready and willing to help farm and home advisers and assistants with over-all county information programs. Here are some ways in which they may help:

1. In developing closer working relationship with press, radio and television outlets in the county.
2. In planning and analyzing your present information program and in considering opportunities for changes in the program.
3. In establishing new services for press, radio, television or direct mail.
4. In discussing your publications inventory and distribution systems.
5. In outlining ways and means for improving your use of visual aids.
6. In suggesting ways for improving your writing style, radio presentations, public speaking presentations and so on.

Since all editors on the staff are specialists in one or more fields of communications, the field editors will always be free to call on their colleagues for special help in these areas:

Press - Harold Guither, Pat Close, Dean Nosker, Janice Woodard.
Radio - J. J. Feight, Jessie Heathman, Jon Greeneisen.
Television - Jessie Heathman, Jon Greeneisen.
Photography - Jack Everly, John Woods.
Visuals, Arts, and Graphics - Vic Stephen, Chuc Isoline.

You will, we are sure, appreciate the fact that the field editors will not have time to carry out actual production service activities in each county. It will not be possible for them to write local news stories, take local pictures, put on radio programs, publicize your local events, build exhibits for your local fairs or prepare publications for individual county use.

During the next few months, each field editor will be reviewing the material we have in our files on the information program in each county. Some of this material, of course, is out of date. It would be helpful if you would drop a note to the field editor for your district outlining your present operations and indicating some of the plans you have for the future.

6-8-61

It Says Here . . .

Better Public Relations...

All of us in agriculture agree that our urban population needs a better understanding of agriculture's contributions to the economy. A clearer image is urgently needed. The facts for doing so are available. Just how do you tell agriculture's story? The May Extension Service Review documents some of the "how to do."

Among the contributors to the May Review are President Oliver S. Wilham of Oklahoma State University; Louis H. Wilson, secretary and director of information, National Plant Food Institute; and Howard H. Campbell, president, National Association of County Agricultural Agents.

A special feature in this same issue tells how teamwork contributed to the success of the 1961 Feed Grain Program.

Kemp Covers Minimum Tillage...

Knox County's Arnold Kemp has sent us three tear sheets from the Galesburg Register Mail. Each tear sheet contains a good article on minimum tillage. Arnold based each story on the minimum tillage practices used by various farmers in the county. Several photographs that illustrate points discussed accompany each article.

A Thought on Relationship...

If you want to keep old friends and win new ones, compliment in public and criticize in private.

6-14-61

More Handbook Units...

We're happy to report that this week's packet to farm and home advisers and assistants will include three more units for your Communications Handbook. These units are:

Exhibits 4: Display Your Publications.

Visuals 7: A New Look at Your Old Chalkboard.

Gen. Comm. 2: Motivating Your Audience.

The Logic of Leadership...

Not being a sociologist, we're on thin ice here. But have you ever tried sitting down and listing the 10 people in the community who seem to have the most influence in community affairs?

We'd be surprised if the newspaper editor were not included on most lists--not all editors, but most of them. The banker would probably be another, and the local minister.

If such a list could be made up, it would be a pretty good idea to see that those people were currently informed on the county extension program--especially the editor.

Identify Weekly News Services...

Advisers who have regular weekly news services should always include their name, address and telephone number on the first page of the release. This saves the editor's time if he wants to call and check a point or get more information.

It Says Here . . .

Summertime a Time for Photography...

Before going any further, we'll agree that photographs can be taken any time of the year. But plan ahead. During next winter's meetings, you'll be wishing you had a shot to portray the armyworm damage in Bill Jones's cornfield. Or a picture of erosion damage in John Smith's soybean field. Or a shot of weeds choking out soybeans in a neglected field. The pictures you take this summer will help "visualize" your meetings next winter.

Photography Has Many Uses in Extension...

Slides, stills, film strips and motion pictures are taken for granted as essential tools in modern extension work. It's here, with imagination, that photography can play its biggest role for farm and home advisers.

For example, photos on strategically located exhibits in banks, post offices and commercial businesses provide a wide avenue for Extension to reach its clients. Good photos give the impact needed for effective communications.

In publications, photos clarify meanings and concepts. Extension reference materials, so necessary in keeping up with the highly technical changes in farming, lean heavily on photos for their effectiveness.

In meetings, good visualized reporting dignifies the subject that is presented and creates the impression that the speaker feels the audience is important. Written reports get greater acceptance when illustrated by photos.

4-H Photography Projects...

The 4-H photography project presents a unique challenge. Through it 4-H'ers can find a means of creative expression. They learn how pictures successfully convey ideas to others. Their project work may form the basis for a future job or hobby.

Newspaper editors, of course, consider photography a "must." And news releases with photos highlighting the information get to the composing room first.

Local Photographs Needed...

Although many pictures may be obtained from the state extension staff and from commercial outlets, county staffs must often produce their own. A camera in the hands of a farm or home adviser can produce specialized educational material that is tailormade for the particular audience.

What About Money?...

Yes, the local extension staff should allot money for photography. It costs money to produce photographs, and you can use a lot of money in a hurry if you don't plan your budget and then stick to it.

Decide what your photo needs are. Then decide just how much you can afford to spend. Finally, use the amount as effectively as you can.

This material has been adapted from Photography Unit No. 1 of the Communications Handbook.

6-21-61

It Says Here . . .

Exhibits For County Fairs...

County fairs are as traditional in the summer as iced tea and homemade ice cream. With fairs starting already, many advisers are digging out their hammers, nails, lumber and other equipment necessary for building exhibits. We thought you might be interested in some tips for planning and building exhibits. They are taken from Exhibits Unit No. 1 of the Communications Handbook.

Exhibits Must Do Three Things...

USDA studies show that you have only 60 seconds to make an exhibit do three things. In order of importance, they are: (1) arouse interest, (2) stimulate thought, and (3) cause action.

If your exhibit can do this, you can consider it effective. Now, how can you do this?

First, you must have some item to arouse the interest of fair-goers so they will stop and observe the exhibit. It must be brief and stimulating to provoke thought and then force a mental commitment to action.

For an exhibit to do these things, you must first decide what message you want to get across. Do you want to teach facts and give information? Teach a method and show a process? Raise money? Recognize some achievement? Select only one message for one exhibit.

Arousing Interest...

Contrasts with surroundings are effective for arousing interest. A simple, plain background amidst cluttered surroundings can be a dramatic attention-getter. Add the proper amount of lighting along with color and you score again. Motion, actual objects and models also help.

Stimulating Thought...

It's harder to stimulate thought than it is to create interest. But here are four tips to help: (1) the subject or material must be timely, (2) the exhibit should have a personal appeal to viewers, (3) the exhibit must present one idea only, and (4) keep your subject matter well-organized.

Causing Action...

Whether or not your exhibit causes action depends a lot on whether you have applied visual principles correctly. Here, in brief, are several to remember:

1. Select a brief title that applies directly to and identifies the exhibit.

2. Keep your message on the exhibit not lower than 30 inches from the floor and not higher than 96 inches from the floor.

3. The exhibit message should read from left to right and top to bottom.

4. Keep lettering in horizontal lines.

5. Make lettering large enough to see.

6. Use proper color combinations.

For more details on these principles, check the original unit.

More Handbook Units...

In this week's packet we are enclosing two more Communication Handbook units. They are both General Communication units:

No. 3: Understanding Individuals As Members of Groups.

No. 4: Groups Act Like People.

6/28/61

It Says Here . . .

Writing Is Easy!...

For those who think writing is a difficult task here is a comforting thought. Writing is only 50 percent as difficult as it appears, says a Milwaukee direct mail specialist. Because of the structure of the English language, about half the words writers use are words they must use. They are the "scaffolding" without which we cannot write anything.

So next time you reluctantly sit down to write a news story, remember this cheery thought--you're half through before you start.

No Units Received?...

Several advisers have reported that they did not receive the Communications Handbook units mailed in the packets of June 15 and June 29. All advisers and assistants should have received them. If you are among the neglected ones, let us know and we'll send you copies. Here are the units you should have received by now:

Exhibits 4
Visuals 7
General Communications 2, 3 and 4.

Remember the Audience...

A University of Missouri rural sociologist, H. F. Lionberger, has recently finished writing a book called "Adoption of New Ideas and Practices." Since we are continually working with farmers and homemakers and encouraging them to adopt new methods, we thought you would be interested in a capsule summary of the book.

Lionberger says that an educational program that promotes the acceptance of an idea must take into account the current values of the audience at which it is aimed--and of the people who are important to that audience.

People appear to go through a series of distinguishable mental stages--awareness, interest, evaluation, trial and adoption (the diffusion process). The time this requires varies with people and with the practice or idea--and is frequently measured in years rather than months or weeks.

Furthermore, adoption is not always permanent. The educator who feels continued use of a practice is desirable must provide continuing reinforcement of the adoption decision.

Information Sources Vary...

Information sources, says Lionberger, vary in their functions. Mass media, such as newspapers, magazines and radio, are the great providers of information at the awareness and interest stages. At later stages, neighbors and friends play a greater role. Innovators--those who are the first to adopt new methods--rely more on government agency people than do later adopters. Laggards and non-adopters rely more on neighboring farmers.

Social groups influence adoption rates--neighborhood, social clique, formal organization, family. Such groups may facilitate communication between people about new ideas, and they may also define what is proper behavior with respect to such innovators. A person doesn't even have to be a member of a group to be influenced by what he thinks the members think. This group may speed up or slow down the adoption of new practices.

7/5/61

It Says Here . . .

Farm Hour Streamlined...

If any of you have tuned in the Farm Hour on WILL lately, you've probably noticed that it's been cut from 40 minutes to a streamlined 15 minutes. Its new name: "Illini Farm Time." It's on the air from 12:15 to 12:30 p.m. Monday through Saturday.

The new format was designed to help us better coordinate our live radio productions with our taped program services to commercial stations in the state.

WCIA-TV Hires Farm Director...

Many of you in eastern and central Illinois have appeared on WCIA-TV, the commercial station in Champaign-Urbana. We are happy to report that WCIA has now hired a full-time farm director--Lloyd Ummel. Lloyd previously worked as farm director at WMBD, Peoria. Before that he logged time as an assistant farm adviser in Tazewell and Hancock counties.

Flash Works Well Outdoors...

When taking pictures this summer, you'll find that flash works well outdoors, especially in bright light. Using flash at the correct distance seldom affects the exposure, but it illuminates shadows to strengthen details.

When using color film outdoors, use blue flash bulbs. For all other film, use clear bulbs.

For more information on using flash, check the instructions that come with flash bulbs and film. Also check Photography Unit 6 in the Communications Handbook.

Al Bouslog and the Mass Media...

Tazewell County's Al Bouslog is one of the more ardent believers in the value of mass media, reports field editor Dean Nosker. Dean and graduate student Ed Wilson conferred with Al recently.

They further report that Al has a five-minute spot three days a week on the Pekin radio station at 12:20 p.m. This soon will be boosted to five days a week. Al has excellent relations with the station and has a free hand in setting up whatever type of show he wants.

Al also writes a weekly column which goes to the Pekin Times and Illinois Valley Farmer in Morton. In addition to the column, he sends them two or three news stories per week. The same stories also go to the Peoria Journal-Star and weeklies in the county.

Al has one idea which we think is an excellent one. He's working with representatives of the Caterpillar Company to put up a bulletin rack in the plant. The rack will offer garden and lawn information to plant employees.

He is also working with local elevators and banks that are interested in bulletin racks.

Field Editors in the Field...

This week Harold Guither and Janice Woodard are calling on farm and home advisers in District I. Harold serves as field editor for this district, while Janice serves as "editor at large" for home advisers. We'll include their report next week.

7/13/61

It Says Here . . .

Sources Of Free Films...

During recent months several of you have asked for sources of non-agricultural films that would fit specific extension audiences. As you know, the University's Audio-Visual Library is perhaps the world's largest source of non-theatrical films for such use. But they charge for the film if the USDA or University has not produced it.

Therefore we recommend the following sources of free films. They'll be happy to send you their latest film catalogue.

1. Illinois State Library, Springfield.

2. Illinois State Museum, 502 South Second Street, Springfield.

3. Department of Public Health, Film Library, Room 505, New State Office Building, Springfield.

4. Department of Aeronautics, Capital Airport, Springfield.

5. Illinois Department of Conservation, Room 113, State Office Building, Springfield.

6. Division of Department Reports, Film Library, Room 406, State House, Springfield.

Write As If You Were Talking...

In writing letters, you can avoid using trite expressions by simply writing as if you were talking to the person. In talking, you would not say, "Thanking you in advance for the circular." You would say, "I'll appreciate receiving a copy."

New View On Radio...

For many stations the day of the noon farm radio show is gone, Dick Kerr, Winnebago County farm adviser, observes.

For a year Dick has been recording 1, 1½, 2, 3 and 4 minute spots on topics of general interest to town, farm and city people. Making 30 to 40 spots a month, Dick reports that these go to three different local Rockford stations. Each of them has different messages. They may be played at any time of the day.

State Line No News Barrier...

Winnebago county extension staff members find WBEL, Beloit, Wisconsin, and the Beloit News two of their best news outlets for extension activities.

The News covers both sides of the state line with its regular farm page. Assistant Adviser Ken Slocum and Adviser Dick Kerr each make a five minute weekly tape for their noon program. Home Adviser Alfretta Dickinson is on the air every other week.

Plan Extension Council Member Features

Will county adviser A. A. "Andy" Wicklein wants people to know more about the county extension council members. He is asking each council member to fill out a simple questionnaire covering personal and farm information. A photographer serving the local newspapers will visit the farm of each member to get action photos.

Wicklein hopes the result will be a weekly series covering the farming achievements and personal history of each council member.

7/18/61

It Says Here . . .

More Handbook Units...

This week all farm and home advisers and assistants should receive copies of the following Communications Handbook units:

GC 5: The Role of Group Members.

GC 6: Things Get Done Through Social Action Process.

GC 7: Communications and the Diffusion Process.

GC 8: Promoting and Covering County Meetings.

GC 9: Improving Your Letter Writing.

Photo 8: Mounting Photographs.

If by chance you do not receive any or all of these units, let us know.

Popular Camera...

Among the better "still" cameras used for producing educational materials, the 35 mm. single-lens reflex stands out as most popular as well as most practical.

The simplicity of its viewing and focusing system is the main reason why so many people like this camera. When the camera is in focus, it gives an almost three-dimensional quality. This result comes from using the same lens for viewing and for taking the picture. You also see in the viewer the exact image that will be focused on the film.

Check the photography units in the Communications Handbook for more information on cameras.

Fulton County Public Relations...

We suspect that a number of counties may have public relations committees that we don't know about. But we do know about the newly organized extension public relations committee in Fulton County. And we think it's an excellent idea.

Farm Adviser Leo Sharp reports that the committee is composed of eight members. The chairman is Charles Wright, manager of radio station WBYS in the county. Mr. Wright is also on the Agricultural Extension Council.

Other committee members include representatives of the one daily and two weekly newspapers, a banker, a farmer, a vocational agriculture teacher, and the secretary of organization of the county farm bureau.

Members of the committee serve as ex-officio members of other extension committees in the county. The committee has also asked the Extension Council to formulate the kind of image the public should have of the Extension Service. Activities will then be designed to present this image to the public.

The group will also concern itself with farm-city relationships and farm-city understanding of the organization and services of the Extension Service.

See You in September...

August is the traditional month for vacations, and this column has asked for one. We will be quiet for the next four weeks and see you again in September.

7-26-61

It Says Here . . .

Kerley "On the Spot" With Recorder....

With a tape recorder handy, Kane County adviser Lyle Kerley stepped forward to use top talent in a 15-minute radio program last week at the Northern Illinois area farm management tour.

At the end of the tour, Kerley set up his recorder on the front porch of the farm home. He introduced the local FBFM fieldman who interviewed the farmer--a topnotch cattle feeder. Then he introduced Dick Carlisle to comment on the feeding program. Del Wilken was brought in at the end to point out the important farm management lessons from the tour.

Earlier in the day, Kerley recorded an interview with operators of the farm visited in the morning. The local station aired that tape at noon.

This is one of the many ways to use a tape recorder for your extension radio program. Most events offer a chance to tell a story--and it usually makes a more interesting story when told right when it happens.

Look Before You Speak...

A good way to shatter your public relations as host at a meeting or banquet is to let your speaker know by your introduction that you really don't know him. An example of this developed last month in the state 4-H speaking contest.

One young 4-H boy stalked to the platform with much self-confidence to announce the next speaker.

"Our next talk is entitled 'I Speak for Democracy,'" he boomed out. "And giving the talk is a very charming and attractive young lady, Miss Jean Smith."

Laughter broke out in the corner of the room as the speaker walked forward for Miss Jean Smith obviously wasn't much of a "young lady." Jean was a he.

9/6/61

Formula For A Good Speech...

What is the formula for a good speech? More than 150 4-H boys and girls were looking for the answer last month in the state 4-H public speaking contest at the Illinois State Fair. Jon Greeneisen, who judged the talks, has these suggestions for you to pass on to 4-H members who write speeches.

Begin with an IDEA. Get an idea that is new, fresh, and directly important to your audience. Don't grasp the first idea that comes along. Think! Make up a list of ideas and evaluate them.

Don't settle for a vague or worn-out idea that everyone knows by heart.

Of the 156 4-H speakers, 33 talked about fighting communism and 16 covered the familiar topic, farm safety. If you are forced into using some "overdone" topic, dig hard for a new slant, a new way to look at it.

When settling on an idea, ask yourself, "Why am I talking on this subject?" Every talk must have a PURPOSE or there's no real reason for giving it.

You'll find it much easier to build your talk once you have this purpose at the front of your thinking. It acts as a screen. As you add each item or fact, ask, "Is this going to help get my idea across?"

Having a fresh, vital IDEA and having a real PURPOSE for telling it puts you many steps closer to a good, captivating speech.

Changing Faces...

Last week Assistant Extension Editor Pat Close dusted off her desk for the last time and headed west for Colorado. She joins the staff of the WESTERN HORSEMAN magazine in Colorado Springs.

Almost as Pat drove out of view, Bob Jarnagin returned from Michigan State University, where he had been working on his Ph.D.

It Says Here . . .

New Shows Boost Farm TV...

Two new farm television shows have taken to the air in recent days to boost the number of farm programs on Illinois stations. This was the report from four members of the editorial office last week when they returned from visiting all Illinois stations.

In Chicago, WGN's Orrion Samuelson has just launched his new morning show called "Farm-City Report." The 6:30 to 6:45 a.m. program offers farm and garden information for the urban-suburban audience as well as for farmers in outlying areas.

In Peoria, Dick Herm recently expanded his television schedule to a daily program called "Farm Market Reports." Dick's 15-minute show at 1:00 p.m. on WTVH features market, farm news and interviews.

Dick uses polaroid pictures of livestock sold during the morning for his market report. He video-tapes his interviews one day ahead at a time convenient for his guest. When we were there, he was taping a visit with Tazewell County Farm Adviser Al Bouslog.

Both Samuelson and Herm would like to receive information and materials that they can use on their shows--farm news, photos, slides, charts, displays and interesting guests. In fact, all TV farm directors had the same appeal. If you haven't worked with them in the past, you may want to consider it now. Here is a list of other farm directors by city and stations:

Champaign	WCIA-TV	Lloyd Ummel
Chicago	WBBM-TV	George Menard
Chicago	WNBQ-TV	Everett Mitchell
Davenport	WOC-TV	Bill Allen
St. Louis	KMOX-TV	Paul Bernard

Stations having farm shows but not farm directors include WGEM, Quincy; KTVI, KSD and KPLR, St. Louis; WICS, Springfield; WPSD, Paducah; and WMBD, Peoria.

Our Changing Farm Audience...

How do farm audiences change? How rapidly and in what ways? This past month graduate student Ed Wilson has been making a survey to measure some of the changes.

As you know, since 1954 there have been a lot of changes in this business of farming. For example, in 1954 there were 175,543 farms in Illinois, while in 1959 there were 154,640, according to a preliminary U. S. Department of Commerce Census of Agriculture.

Ed went out to reinterview 98 McLean County farmers who took part in a 1954 study made by John Byers and Don Button. He wanted to know what these 98 farmers are doing today. And, if they are still farming, what changes they have made in their farming programs, as well as how they have adjusted their farming enterprise to meet the cost-price squeeze.

Ed is also interested in determining the communication influences that played a role in farmers' deciding to shift out of farming.

So Ed set out in mid-August, armed with two questionnaires: one for those who are still farming and another for those who have shifted to non-farm occupations.

We thought you would be interested in a quick rundown of Ed's tracking results:

Farming	69
Non-farm occupations	11
Moved out of state	7
Dead (two suicides)	7
Retired	4

9/13/61

It Says Here . . .

Farm Public Service Spots On TV...

Does television, with its high costs and interest in a mass audience, still have time for agriculture? The answer uncovered by four Editorial Office staff members when they recently visited 26 TV stations serving Illinois was a qualified "yes."

John Woods designed the study to find the suitability of one-minute public service films for commercial TV stations featuring agricultural information.

Stations want agricultural material in a usable form. That is, they are primarily interested in 20- and 60-second sound motion pictures. And they want slides for 10- and 20-second spot announcements. A script which can be read in 8 seconds is best for a 10-second slide spot. Send an 18-second script with a 20-second slide spot. In some cases stations are willing to help you prepare the slides.

When asked about the guides stations use in selecting public service material, most said:

1. Source of material. Free plugs for products are out. The University of Illinois rates high in the eyes of these people.

2. Is it of value to the audience? Since most of these folks know little about agriculture, explain why the material is important.

3. Timeliness. Many said they would run spots as long as the information was useful.

If you have something important, timely, of good quality, and of local interest, there's a good chance it will be aired. But first visit with the farm director, public service director, or program manager of the station. Get their ideas.

Radio Reports With A "Beep"...

A recent report from Pennsylvania indicates that the Keystone State extension workers may lead in use of radio. One reason is that they use "beep telephone reports."

Thirty-one county staffs used beep telephone reports 466 times in 1960. One county alone made 184 beep reports.

What is a beep telephone report? When extension news breaks, the adviser merely calls the local station from the nearest phone. The station's engineer connects the phone call with a tape recorder and flips on a beeper that identifies the message as a report by phone.

Have you reported news by beep-telephone-radio reports? Not all events are suited to this treatment. But there are many local, district, and state events for which this is a good news reporting technique--where winners are announced, plans unveiled, or farming conditions reported.

Most stations like beep reports because they have a fresh news sound to them, a sound of immediacy and importance. Usually you only have to talk to the station management and they are happy to explain how to "call in" a story.

Workshops For FFA Reporters Begin...

Beginning Tuesday, Jon Greeneisen and Bill Hull will conduct five workshops for FFA chapter reporters. These meetings will cover news writing, radio, and photography. Every adviser is most welcome to attend the workshops, which will begin at 3:30 p.m. Here's the schedule:

Sept. 26	Mt. Vernon	Church of Christ
Sept. 27	Lewistown	High School
Oct. 2	Urbana	Mumford Hall
Oct. 3	Princeton	Farm Bureau
Oct. 4	DeKalb	Farm Bureau

9/20/61

It Says Here . . .

Imig Shoves Off in New Radio Program...

Iroquois County Farm Adviser Kenneth Imig gets under way with a new series of radio programs this week. With the help of Assistant Farm Adviser Gerald Elliott, Imig will produce 10-minute programs on Tuesday, Thursday and Friday. WGFA, Watseka, will air the reports at 12:35 p.m.

The home adviser in Iroquois County, Miss Peg Hoffman, and her assistant, Mrs. Opal Cowan, also will launch a new program on WGFA. Theirs is a 5-minute report, Monday through Thursday at 1:55 p.m.

Although these advisers in Iroquois County do not have a tape recorder, they plan to report much extension news by tape through a recorder borrowed from the station. The station is happy to lend the equipment because it means fresher, more newsworthy programs.

Frequently they will phone in their programs. A telephone line at the station, running through the control panel, lets them go on the air "live" by phone.

By our count, Imig is the 61st Illinois farm adviser currently broadcasting a regular radio program.

How Did Your PR Rate?...

Have you tested your public relations yet with the quiz on the back of the new USDA circular called "How's Your Public Relations?" Were you able to answer "yes" to each of the questions?

The pamphlet has a number of pointers that are often taken for granted and seldom spelled out. Several refer to little, picayunish mistakes that if unchecked can threaten a good program and make work difficult. The suggestions on office calls, correspondence and telephone calls are simple and important.

For a real test of your public relations, why not ask others to rate you according to the quiz?

9-27-61

Local Radio Surge Continues...

For six years radio has been gaining ground, especially at the community level. And in Illinois there is no sign of a letup.

Since 1955, 18 stations have begun broadcasting in Illinois. This spring WKKD went on the air in Aurora. This week WGFA begins broadcasting in Watseka. Licenses have been granted for new stations in Princeton and Rantoul. With the Watseka station, Illinois has 104 AM stations on the air. They are located in 58 different counties. Only 38 farm advisers are in counties that do not have stations inside county boundaries.

The growing number of stations adds a growing importance to local news for radio. And in Illinois this means agricultural news.

Call letters of the Watseka station--WGFA--stand for "World's Greatest Farming Area." The station's managers emphasized this week that they want agricultural news because the signal primarily will reach people for whom agriculture is directly important. Few Illinois stations differ in this respect. Yet they may not be emphasizing agriculture because its importance in the community may not have been clearly spelled out.

Best Wishes to Jon G....

Earlier this month we reported the departure of Pat Close for the Western Horseman magazine in Colorado and the welcome return of Bob Jarnagin. Bob is heading up our communications research program.

Next week we reluctantly say "best wishes" to Jon Greeneisen as he heads for his new position with the USDA Office of Information in Washington, D.C. Jon, who has been in charge of our teaching and training program, will be foreign training contact officer for the Office of Information.

It Says Here . . .

Look Homeward, Editors...

Lots of times we don't appreciate our own "families."

A few weeks ago we reported on Pennsylvania's use of telephone "beep" reports on radio. Now comes a gentle tap on the wrist from McDonough County's Earl Kingman, who suggests that we look a little closer home.

Writes Earl, "A number of Illinois counties are doing work along this line too. The extension staff here in McDonough County cooperated with radio station WKAI in Macomb by providing daily telephone beep reports from the State Fair this year. The Macomb Daily Journal also carried daily reports of State Fair winnings by local people. These reports were handled by phone by the extension staff."

Earl clinches his case by reporting that WKAI carried eight hours of live broadcasts during the 4-H and junior show. The extension staff handled the broadcasts. In addition, local 4-H Club members presented several radio programs during National Club Week.

Says Earl, "I could go on and on, but this should suffice to show that the use of mass media, and radio in particular, plays a very important role in our extension work in McDonough County--and also that we read your letter."

As we say, "Look homeward, editors."

A Change In Time...

The Ag Events Calendar listed 1 p.m. as the starting time for the Albion Feeder Pig Sale on October 13. Jim McCurdy, Edwards County, says the correct time is 10:30 in the morning. So if your clients want to buy a pig, have them get there early.

10/4/61

TV Films For Summer Now Underway...

Although summer is some eight months away, wheels are rolling on visual materials for two campaigns to be launched next June. Both campaigns will rely heavily on photos for newspapers and films for TV. To be ready for "release dates" next May, film was shot in August and September.

Safe use of a power mower is the subject of one campaign. With direction from safety specialist O. L. Hogsett, our photo section has processed, edited and narrated the films. Others in the Editorial Office are preparing the supporting materials--news stories, radio tapes and posters.

Directed by extension agronomist E. L. Knake, the second campaign is aimed at publicizing the new chemical, amitrol, which kills poison ivy. "Before" and "after" film sequences have been shot of poison ivy that has received the chemical spray. Other sequences will explain where to look for ivy and how to identify it.

These campaigns demonstrate this fact: to get specific story-telling photos requires planning and filming as much as a year in advance. So it's time now to shoot fall scenes, such as mature crops, harvesting, pastures and fall plowing, to use in teaching next year.

Search For Editorial Talent...

John Baker of USDA's management operations staff writes: "We're on the search for talent to round out our staff in Current Information, which serves two USDA agencies--Economic Research Service and Statistical Reporting Service.

"We work across the media board, press, radio, TV, exhibits, movies, etc. There's a touch of pioneering in our efforts. Starting salaries range from $6,300 to $8,900."

If you would like to hear more, write directly to John Baker.

It Says Here . . .

Prairie Farmer Hosts Info Committee...

Members of the Information Committee of the Illinois Association of Farm Advisers will be the guests of PRAIRIE FARMER at a 7:30 breakfast next Wednesday morning, the 18th. This group also serves as the advisory committee for the Extension Editorial Office.

Breakfast discussion will explore ways in which farm advisers, members of the editorial office, and the staff of PRAIRIE FARMER can better work together to serve Illinois farm families.

Speaking Of Next Week...

Fall Conference is a busy time for everyone, but we hope many of you will find time to stop at our office for a coffee chat. We'll furnish the coffee.

Tribute To Historian Bay...

One of the highlights of the recent NACAA annual meeting was the presentation of the printed history of this important association. Sangamon County's agricultural statesman Ed Bay was the chief architect of the history and served as its author and editor. His contributions were sincerely appreciated by his colleagues.

Who's Listening?...

From the publication, THE APERTURE, we borrow this observation of the day:

"The real pitfall of communications seems to be that everyone is broadcasting, in one form or another, but no one is listening. Or, if they do listen, they are faced with a new problem--translation--not necessarily Russian to English, or German to Sulu; English to English is tough enough."

10/11/61

The Case For Small Words...

We read the following case for small words in PRINTERS INK:

"Small words can be crisp, brief, terse--to the point like a knife. They have a charm all their own. They dance, twist, turn, sing. Like sparks in the night they light the way for the eyes of those who read. They are the grace notes of prose. You know what they say the way you know a day is bright and fair--at first sight. And you find, as you read, that you like the way they say it. Small words are gay. And they can catch large thoughts and hold them up for all to see, like rare stones in rings of gold, or joy in the eyes of a child."

Think about that once in a while when you are tempted to trot out those six-syllable jawbreakers that are difficult to pronounce and impossible to understand.

"Hey, Mom" Gets Attention...

You can learn a lot about communication by observing children. "Hey, Mom" or "Hey, Dad" is their usual opener for an announcement, a question, or a report of the day's news. Kids learn early that there's no point in saying something without the attention of the "audience"--usually Mom or Dad.

Same thing goes for radio--especially radio spots and short announcements. Without attention of listeners, your most vital message is lost in the ether. So next time you write a radio spot or announcement, check to make sure that your opening says, "Hey, Mom."

A Question Answered...

"What is so rare as a day in June?" A beautiful day in October, of course.

It Says Here . . .

Working With Prairie Farmer...

News is something that "just happened." So this is a news report.

Ten minutes ago the Information Committee of the Illinois Association of Farm Advisers concluded its meeting with the editors of Prairie Farmer. The field editors of the Editorial Office also were there. The breakfast discussion focused on mutal cooperation for better service to Illinois farm families.

You will receive a more complete report from your district representative on the Information Committee. We were asked to give you this preview.

Prairie Farmer Editors Said...

"We have a tremendous respect for Illinois farm advisers, and we hope you have a respect for Prairie Farmer and the job we are trying to do."

Jim Thomson, Jim Lilly and Tom Budd outlined the general and specific kinds of stories and articles they wanted for the magazine:

1. The information should be of "general interest." It should apply to a wider audience than one county.

2. Primary attention is given to major crop and livestock topics--corn, soybeans, wheat, forage crops, hogs, cattle and sheep. There's less room for stories on specialty areas.

3. There is more and more interest in the social and sociological aspects of agriculture and the agricultural community.

4. Public affairs and farm policy must continue to receive attention.

From Needs To Action...

Farm advisers can help Prairie Farmer satisfy the needs of the magazine.

1. The good "farm experience" story continues to be the workhorse of the farm magazine pages. The farmer doesn't have to be the biggest or the best--but he should be doing something exceptionally well.

2. There is a place for the successful "county program" story--and a need for more such stories. They should report more than activities undertaken. Results are needed. What was the problem in the county? What steps were taken to solve it? What proof of results can you offer?

Either farm experience or county program stories can apply to the four general content categories.

Two Ways To Handle...

If you have a good story in your county, you can handle it in one of two ways: Either write it up yourself and send it to Managing Editor Jim Thomson or describe the story in a letter to Jim with the suggestion that he assign an editor to cover it.

Need Quality Pictures...

The editors want and welcome high-quality story-telling pictures. They prefer 8 x 10 prints. Composition and visual punch are essential.

Measure Of Success...

The editors and the advisers agreed that a yearly joint meeting would be highly desirable.

10/18/61

It Says Here . . .

Send Design Contributions...

So far two advisers have picked up the challenge of designing graphic identification for the Extension Service.

Christian County's K. O. Roe and Rock Island County's Jack Mullen have sent in their suggested sketches. By coincidence, we would assume, both incorporated versions of a triangle and a circle. We will pass both of them along to Chuc Isoline, who has the task of coming up with the final proposal.

If you have ideas on this problem, get them to us soon.

Businessmen Tour Farm...

A recent issue of The Whiteside Sentinel carried a front-page banner headline announcing the Fifth Whiteside County Businessman's Farm Tour.

The story states: "Farm adviser Fred Tincher points out that the annual trek is aimed at creating a better understanding between farmers and businessmen by showing the latter that the city and rural business problems are very similar."

The tour party leaves at 5:00 in the afternoon, visits two farms, and winds up the day with a steak dinner.

Bundy, Bruns, and Co. on the Air...

The Commercial-News of Danville this month carried a special three-column picture with story announcing the new daily extension radio program on Station WDAN. "Extension Highlights for Farm and Home" features the entire county staff. Bundy, Bruns, Gillespie, and Dick were identified as "local representatives of the University of Illinois Cooperative Extension Service."

New Exhibit Loan Service...

Many of you have asked for an improved exhibit loan service. You've said you want to borrow exhibits for use at meetings, fairs, field days, and other events.

We're working on plans for such a service now and hope to announce complete details in November.

In the meantime, the Technical Services Division would appreciate the return of any exhibit materials you borrowed during the summer. We're missing a number of three-wing pegboard displays. Return them soon, and no questions will be asked.

Do-It-Yourself Flannelboard...

Here's a tip for a quick substitute for a flannelboard:

Drape a regular bath towel of suitable color over a card table and hold it in place with paper clips or rubber bands. When you prop the table up on two legs, you have a ready-to-use flannelboard.

This and other visual tips are included in two new Communications Handbook units now on the press. They will be mailed to you soon.

More Ball-Point Mileage...

Don't panic when your ball-point pen stops writing in the middle of a line. Apply a little heat from a match or a light bulb, and the ink will flow a little longer. Sooner or later, though, you will have to get a refill.

*****

The September Extension Service Review carries articles worth reading.

10-25-61

It Says Here . . .

Knowing Our Audiences...

Most of us go along pretty well now with the observation that "good communications start with knowing your audience."

We are indebted to the rural sociologists for more clearly identifying certain categories of people in the audience. They have given us the terms "innovators," "early adopters," "late adopters," and "laggards."

In a recent research report, sociologist Everett M. Rogers of Ohio State takes another step forward by describing the innovators.

"Innovators," says Rogers, "have higher adoption leadership, more education, higher social status, younger age, higher reading level, and more formal participation than other adopter categories in the audience.

"Innovators are more likely to own their farms, have larger farms, higher gross farm incomes, greater farm efficiency, and a more specialized farm operation.

"They have more direct contact with agricultural scientists, are more likely to read research literature, and read more farm magazines.

"Innovators tend to be more venturesome, more cosmopolitan, less likely to believe in agricultural magic, and more favorable toward the use of credit than the average farmer."

Observation: In soil management, you don't use the same fertilizer mix for all crops on all kinds of soils. In communications, you don't use the same methods for all problems for all people in the audience.

More Design Contributions...

Four more advisers have bid for fame and fortune by submitting layouts and suggestions for the graphic identification of the Extension Service.

John R. Revell, Jr., Marshall-Putnam County, has used a double outer circle over an internal triangle for one design suggestion and a three-spoke wheel arrangement for a second.

Byron Hutchins and Earl Gilliland, Carroll County, suggest the Illinois state outline over the UI sign.

From Fulton County, Harry S. Wright has presented a symbolic combination featuring the state outline and a soil profile, blended into a sphere-cone arrangement.

Strange indeed that all contributions so far have come from the men. And we thought women were design conscious.

"Writing Words That Work"...

Each farm and home adviser will be getting a copy of "Writing Words That Work" in the next packet mailing. Be on the lookout for it, because it makes a valuable addition to your Communications Handbook. Punch it for filing in the handbook under the heading "General."

Author is Amy Cowing, Extension Analyst for the Federal Extension Service and an expert on readability in writing.

Velcro For Flannelboards...

Whiteside County's Fred Tincher reports great success in using a Velcro-covered flannelboard for presentations in the field. Wind can't blow his visuals off. It can be used indoors too, of course.

11/1/61

It Says Here . . .

Salute To 4-H Leaders...

This month we have the opportunity to salute 4-H--the adult leaders at the Recognition Day in Springfield and the "young leaders" who will be attending Club Congress.

We'll be sending out a general coverage story on each event, but the meaningful tribute must be paid by you.

Make sure your local editors have complete information on Club Congress delegates from your county. If possible, arrange for your delegates to send a report or two back to the county papers and other local media. Do the same for local leaders.

Training Needs Of Scientists...

Dr. George A. Gries, head of the Department of Plant Pathology, University of Arizona, recently spoke on the subject of training needs for agricultural scientists. We quote:

"...there are only five requirements and I will list them in the order of importance:

"1. Proficiency in English and the communication skills.

"2. A working knowledge and understanding of the social studies and humanities--and an interest in them.

"3. A strong background in the basic biological and physical sciences and such a level of proficiency in at least one area that he will qualify as a scientist by anyone's definition.

"4. A broad knowledge and appreciation of agriculture.

"5. Those intangible traits that we can only influence in formal classes--creativity, individuality and, I presume, personal adjustment."

Read It First

Every educational leader faces the problem of "staying ahead" in his particular field of knowledge.

Farm advisers, we know, face this problem constantly. The flow--or flood--of information coming across an adviser's desk is staggering. The trouble is that much of this information is also going to others.

Result: A farmer often asks about a piece of information in a farm magazine that the adviser has not had a chance to open.

We've been asked if we could prepare an advance "digest" preview of the new information coming up in farm magazines and flash this to advisers. Even if we could, we doubt that it would solve the problem.

Solution: There's no easy answer, but we would have these suggestions:

1. Identify the key "sources" of information you receive regularly--the ones most likely to contain new and practical information. (Most of the farm magazines would fall in this class.)

2. Make sure these farm magazines and other key information sources are called to your attention just as soon as they arrive in your office. (Don't let an efficient secretary put them on a rack without your seeing them.)

3. Protect enough time during the day or during the week to read this essential information.

4. Consider having key farm magazines and other information source material delivered to your home address.

11/8/61

It Says Here . . .

Record Special Program...

You'll have an opportunity to record an "on-the-spot" program for your local station during the State 4-H Leaders Recognition Meeting, November 21. If possible, bring a clean tape with you.

We'll have three recorders ready to go by 9 a.m. However, be sure to schedule your guests for recording when you register. We'll have a supply of tapes on hand for sale at cost ($1.30) if you cannot bring one with you.

Packet Enclosures...

Some special facts on agriculture in our economy are included in this week's packet. You may find them useful for your column and radio program during Farm-City Week, November 17-23.

All farm and home advisers and assistants should receive copies of the following Communications Handbook units:

Visuals 8: The Flannelboard-A Versatile Visual Tool

Visuals 9: Using Your Flannelboard Effectively

County Extension Visual Library...

Until now there has been no set distribution policy for slide sets or other visuals. Some of them were free, others were on a cost basis. Because we need a standard distribution policy for county staffs, Assistant Director H. W. Bean has recommended the following procedure:

For each production, the county staff may request one copy without charge for a county extension visual library which can be used by all members of the county staff. Additional copies may be obtained at the price charged other groups.

Because mass produced visuals may also be used in home economics as well as agricultural extension, we suggest the county staff take steps to set up a county extension visual library for proper filing and maintenance of future mass-produced visuals. Requests for the mass-produced visuals should be made through one person who might act as a librarian.

New Filmstrip and Slide Sets...

Visuals are teamed up with circulars as a result of careful long-range planning on the part of agricultural engineering specialist Wendell Bowers and weed specialist Ellery Knake. It's evident they are putting the "reinforcement" theory of learning into practice. They hope you will take this opportunity to use the filmstrip or slide set in a county meeting situation and give out the circulars as a take home piece for the audience. Later each individual could reinforce what he learned in the meeting at his leisure.

Full details concerning the visuals are presented in the accompanying "Film Reports." The visuals on "Granular Applicators," "Calibration of Corn Planters," and "Minimum Tillage" will be ready for delivery by December 15. The "Poison Ivy" visual will be ready by February 1. Several of you have already requested copies of the first three from Wendell. However, if you wish, you may confirm your earlier order by checking the attached coupon. Counties which now want to order for their visual library should return the attached coupon to us by December 15.

- - - -

To Jack Everly, Extension Editorial Office, College of Agriculture, University of Illinois, Urbana, Illinois.

I would like to order the following for our county extension visual library:

	Film-strip	Slides
1. "Calibration and Adjustment of Granular Applicators"	____	____
2. "8 Steps to Successful Calibration of Corn Planters"	____	____
3. "Minimum Tillage"	____	____
4. "Identification and Control of Poison Ivy"	____	____

Name_____ County_____

Address_____

11/15/61

[illegible] special [illegible]

[illegible] will have an [illegible] an "on-the-spot" [illegible] station during the [illegible] Independence [illegible] possible, bring [illegible]

We'll have three [illegible] go by 1 e.m. Now [illegible] the four events [illegible] register. We'll [illegible] on hand for help [illegible] cannot bring [illegible]

Project Employees...

Some spaces [illegible] our economy are [illegible] packet. You may [illegible] your column [illegible] Farm-City Week [illegible]

All farm and [illegible] areas should preserve [illegible] ing Communication [illegible]

Visual 3: The Farmers and [illegible] Title Visual Text

Visual 3: Using Your Photographs Effectively

County Extension [illegible] Interest...

Until we [illegible] built a photo file [illegible] visual. [illegible] were in a [illegible] standard [illegible] sural, [illegible] has recommended [illegible]

For each project, [illegible] may request [illegible] a county extension [illegible] can be used by all [illegible] staff. Additionally [illegible] at the photo [illegible]

Because [illegible] photo [illegible] be used in more [illegible] cultural [illegible] staff [illegible] [illegible] and [illegible] [illegible] photo requests [illegible] [illegible] visuals [illegible] one person [illegible] a [illegible]

It Says Here . . .

So Says Donald Murphy...

Donald R. Murphy is the former editor of Iowa's Wallaces Farmer magazine. He was one of the first dirt-copy editors to call on communications research for answers to questions that plagued his editorial operations. He studied audience attitudes, opinions, reading habits, copy preferences and picture preferences.

Recently Mr. Murphy spoke to a group of agricultural college editors. His remarks apply to county programs:

"If we are absorbed in a particular subject, we tend to overestimate general interest in it and information about it. Time and again we guess wrong on farm information and interest. If you and I could go out, shake hands with, and visit 2,000 farm families a year, we would know a lot more about farm families than we do. That much handshaking is impossible for any individual. But you and I can come close to getting the equivalent of this experience by well-conducted opinion surveys. Each of us is in danger of thinking our own views are bound to be echoed by our clients. Farm people are more independent than that."

Here are some other findings:

--Increasing "reading ease" through the use of short words and sentences definitely increases readership of an article.

--One big photograph is worth five little ones in getting readers to read an article.

--A second color in the article layout increases readership very little.

--Photographs have more appeal than drawings unless you are showing a plan or a design.

11/22/61

More Handbook Units...

You'll soon receive two new Communications Handbook Units--Visuals 8 and 9. Both are on flannelboard use.

You can help us help you by going through the units in your handbook and then letting us know additional subject areas you would like to have covered.

Spreading the Word...

Vic Stephen and Jack Everly will make a 60-minute presentation on "Teaching in a Visual Age" at the American Society of Agronomy meeting in St. Louis next week. On December 13 this team plus Editor Read will stage a presentation on "Improving Your Communications Impact" before the annual meeting of the Weed Society of America--also in St. Louis.

More Radio Stations...

There's another new radio voice in Illinois. Station WGSB, Geneva, is on the air with 1,000 watts of power during the daylight hours and 500 watts at night. "Farm Tips and Tunes" is featured at 12:15 each noon. The show should be a natural for one-minute spots.

According to our figures, there are now 105 AM radio stations in Illinois.

Career Exhibits Available...

Three counties are making good use of the extension exhibit, "I've Chosen Forestry For My Career," according to W. F. Bulkley. The exhibit shows students various job opportunities open to forestry graduates. It has been touring schools in McDonough and Henderson and goes to Schuyler County early next month.

Several schools have expressed interest in obtaining other career exhibits. They are available from the Technical Services of the Extension Editorial Office. How about the schools in your county?

It Says Here . . .

A New Exhibit Loan Service...

Vic Stephen, head of the Technical Services Division of the Extension Editorial Office, has designed a new exhibit loan service that we think you will like. Here is the plan:

1. We are cataloguing and preparing a one-page description for each agricultural and home economics exhibit suitable for off-campus use. The first three of these sheets are enclosed. We suggest that you keep them and future exhibit description sheets in your communications handbook under the heading "Exhibits."

2. Two copies of the exhibit loan request form also are enclosed. When you wish to borrow an exhibit, fill out two copies of the form. Send one copy to the Technical Services Division, and keep one copy in your files.

3. If the exhibit you request is already booked, the Technical Services Division will inform you and suggest a substitute.

4. You are responsible for picking up and returning the exhibit and for keeping it in good condition while in your possession.

Available Exhibit Accessories...

The Technical Services Division also has a small inventory of exhibit accessories that may be borrowed as part of the loan service. They include folding tables, spotlights, extension cords, and other properties. Motors and motor-driven turn tables are also available if you need them. Indicate your needs on the loan request form.

11-29-61

Portability Stressed...

To encourage more and better use of exhibits, we are stressing portability and simplicity in our loan exhibits. Many fit into the average car and can be carried and erected by one person. However, several larger, more complicated exhibits are available for use at large events, such as fairs and national meetings.

The "Five Steps to Five Tons" exhibit of the Agronomy Department, prepared for last year's Farm and Home Festival, was requested by Indiana for showing at the 1961 "Farm Progress Show." A Department of Horticulture exhibit, "The State Is Our Campus," won first prize at a national meeting in Chicago recently.

These larger exhibits require several persons to set them up. Although they still serve a purpose, they are giving way to smaller display units.

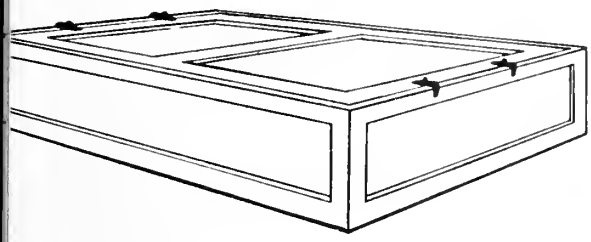
It's Up to You...

There are many places where educational exhibits could be displayed in the counties. They could be placed in rail or bus terminals, theatre lobbies, stores (especially windows of vacant ones), and banks. Several counties have found schools interested in our exhibits, especially those telling about the various career opportunities in agriculture and home economics.

The Technical Services staff is available for district exhibit workshops and has written leaflets and communications handbook items to help you prepare your own exhibits.

We welcome your comments and suggestions about the exhibit loan service from the standpoint of both operation and types of exhibits you would like to have included.

LOAN EXHIBIT 1



I'VE FOUND MY FUTURE IN AGRICULTURE*

DESCRIPTION: How a college education increases earning power and the many job opportunities in Agriculture are explained in this colorful and impressive exhibit. Where to write for more information is shown on the last panel.

Publications to give out to interested parents and prospective students are also available.

COLORS: Red, blue, gray and white are used alternately on the large panels. Black and white photographs are supplemented with color transparencies and lighted line drawings.

SIZE: When open, the exhibit is 18 feet long, 5 feet high and 3 feet wide. Dismantled for transporting, the parts fit into a shipping crate 64 inches long by 43 inches wide and 15 inches high.

WEIGHT: The crated exhibit weighs 250 pounds and can be carried and erected by two men.

TRANSPORTATION: Will fit in many station wagons or on some car-top carriers. Fits easily in a pick-up truck.

SUPPORT: Several tables totaling 18 to 20 feet in length are used. Technical Services can supply folding tables if desired.

ELECTRICAL OUTLETS: Needs two or three outlets (two for the lighted transparencies in the exhibit and one additional one if extra spotlights are desired). Although the wiring is part of the exhibit, an extra extension cord or two might prove helpful.

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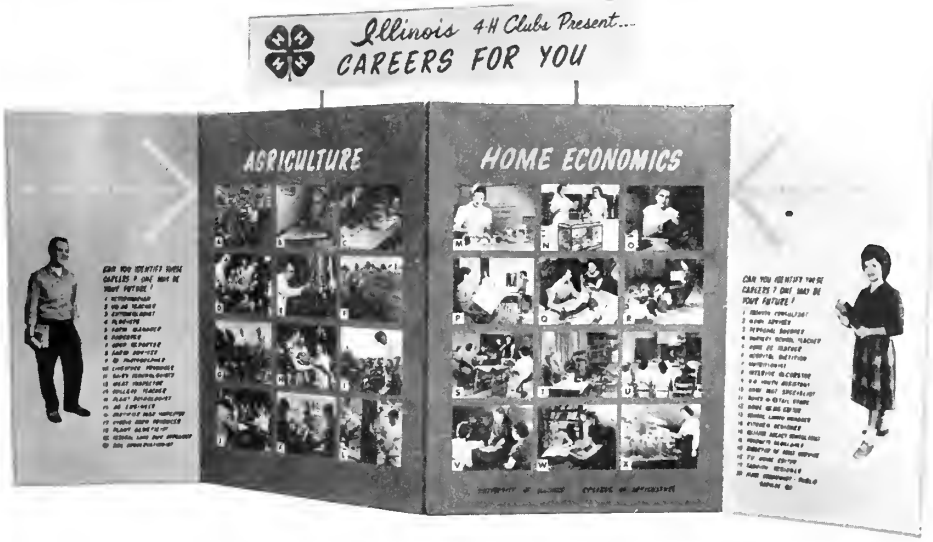
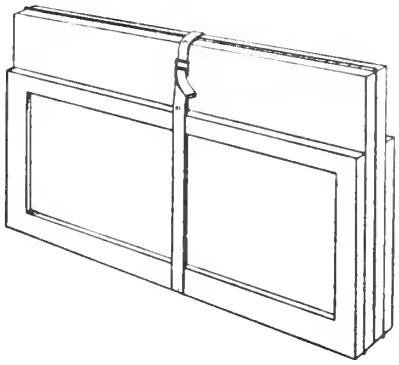
* To obtain this and other loan exhibits, fill out an Extension Editorial Office exhibit loan form and return it to:

Technical Services
Old Agronomy Storehouse
University of Illinois
Attn. Victor R. Stephen

Please read and follow carefully the directions on the form to avoid any confusion or delay.





Illinois 4 H Clubs Present Careers for YOU*

DESCRIPTION: This exhibit makes a game of matching job titles with photos of people at work. It illustrates the many job opportunities in both Agriculture and Home Economics. Pamphlets are usually available to give out to interested persons, or you can take down their names and addresses and mail them the material later.

COLORS: Two center panels of cocoa brown are flanked by side panels of light yellow and light blue. The photos are black and white. The sign on top is light yellow. The lettering is black with touches of color for emphasis.

SIZE: Folded for transportation (with the sign inside), the exhibit measures 4 feet long by 3 feet high and is 4 inches wide. Open with the sign on top, it measures 5 feet high by 8 feet 8 inches long and 1 foot 4 inches wide.

WEIGHT: Approximately 64 pounds.

TRANSPORTATION: Fits in average car or station wagon (you can easily check your trunk to be sure). Can be handled by one man or two women.

SUPPORT: Can use one large 8-foot or two smaller tables.

ELECTRICAL OUTLETS: None necessary unless area is dark and additional lighting is necessary. Technical Services can supply spotlights and extension cords.

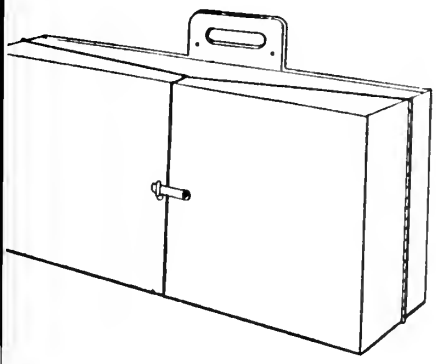
---

* To obtain this and other loan exhibits, fill out an Extension Editorial Office exhibit loan form and return it to:

Technical Services
Old Agronomy Storehouse
University of Illinois
Attn. Victor R. Stephen

Please read and follow carefully the directions on the form to avoid any confusion or delay.

LOAN EXHIBIT **3**



*A Career for You in Agricultural Communications**

DESCRIPTION: This exhibit is intended to acquaint prospective college students with the Agricultural Communications major. It outlines briefly some of the opportunities in this field (illustrating six with photos of outstanding leaders), what the students will study, and the degree given.

Pamphlets are available as handouts to supply more detailed information for those interested.

COLORS: Case is cocoa brown with light yellow pegboard side panels. The signs and center panel are light green. Lettering is black with red titles.

SIZE: Closed for transportation the case measures 3 feet long by 2 feet high by 5 inches wide. The sign fits inside, leaving the handle free. It opens to a length of approximately 5 feet and is 2 feet 8 inches high.

WEIGHT: Less than 26 pounds.

TRANSPORTATION: Fits easily inside a car or in the trunk and can be handled by one person.

SUPPORT: Sits on a table top 5 feet by 3 feet or larger.

ELECTRICAL OUTLETS: No outlet needed unless the area is dark and a small spotlight is desired.

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* To obtain this and other loan exhibits, fill out an Extension Editorial Office exhibit loan form and return it to:

Technical Services
Old Agronomy Storehouse
University of Illinois
Attn. Victor R. Stephen

Please read and follow carefully the directions on the form to avoid any confusion or delay.

TECHNICAL SERVICES
OLD AGRONOMY STOREHOUSE
UNIVERSITY OF ILLINOIS
Attn. Victor R. Stephen
Phone: Extension 3384

Two copies of this form must be completed for each exhibit before it can leave the Old Agronomy Storehouse. One copy will be kept on file in the Technical Services Office, and the other will be kept by the borrower for his information. Signing of the request implies agreement with the requirements listed below.

Only authorized personnel may sign for exhibits, and they are responsible for them. Exhibits may be used for other than extension affairs if they are obtained through the local extension office.

Failure to return exhibits on time will inconvenience not only this office, but also your co-workers who have it scheduled out next.

REQUIREMENTS

A. PRIORITY will be given on a first-come, first-served basis. Reserve your choice several weeks in advance whenever possible.

B. ALTERNATE exhibits may be offered in the event that the one you chose is not available.

C. SCHEDULES must be adhered to. If an extension of time is desired on any exhibit, permission must be obtained from the Technical Services Office.

D. TRANSPORTATION as well as the setting up and maintenance of exhibits while they are in the counties is the responsibility of the borrower.

E. STORAGE. Since most exhibits are stored in another building, we would appreciate knowing the day and hour you intend picking up or returning them.

F. REPORT any malfunctions or broken parts when returning each exhibit in order that they may be repaired before the exhibit is sent out again.

Complete Form on Reverse Side.

SCHEDULING INFORMATION

Name of Exhibit _____

County Requesting It _____

For Use at _____
(Fair, Meeting, Demonstration, Career Day, Etc.)

Date of Pick-up From Old Agronomy Storehouse _____ Approx. Time _____

Date of Return to Old Agronomy Storehouse _____ Approx. Time _____

List of any additional tools or equipment loaned _____

_____

_____

_____

_____

I assume responsibility for this exhibit during the period indicated above.

_____
(Signature)

ADDITIONAL COMMENTS (on use of exhibit, how it could be improved, or suggestions for future exhibits) _____

_____

_____

_____

_____

_____

_____

It Says Here . . .

Advisory Committee on Communications...

We have long recommended that county public media representatives be "involved" in county extension programs.

This means more than letting editors, radio farm directors, and television news directors receive news and publicity releases from your office.

It means more than asking the local newspapers and radio and TV stations to help you carry out the current project of the moment.

Many of you have initiated yearly dinner meetings with editors. Such meetings permit you to review your extension program and to solicit suggestions and ideas on your county information program. As such, they are an excellent public relations effort.

If you have not already done so, we would like to suggest now that you take a logical next step. Why not establish a continuing "Advisory Committee on Communications" for your county?

Such a committee could be made up of representatives from (1) one or more local newspapers, (2) the radio station or stations, (3) the TV station if there is one in the county, (4) business groups, (5) professional groups, and (6) the county extension councils.

The committee would then represent both the audiences you are serving with educational information and the available channels for reaching those audiences.

This group could review your present communications program, suggest new efforts and activities, and appraise the kind of information that should be going out to the various audiences.

If any of you have such committees, would you let us know about them?

DeKalb Communication Survey...

Al Golden and associates in DeKalb county are conducting a "DeKalb County Farmers' Communication Survey." Five hundred DeKalb County farmers have received a questionnaire dealing with reading and listening habits and asking for comments on present communications activities.

In his weekly column, Al writes, "The purpose of the survey is to help your advisers and Extension Councils plan newspaper and radio information for you and your family. In DeKalb County, we want you to have the kind of extension educational programs you desire. This is your opportunity to express yourself."

(Al, we are sure other advisers would be interested in your findings. We will pass them along if you send them to us.)

Mats for 4-H Week...

Be on the lookout for the proof sheets and order blank for the 1962 4-H Week mats. Copies were sent to farm advisers with the request that they be shared with other advisers in the county. Single orders should be placed by each county.

Front-Page News...

Speaking of 4-H, it was front-page news in The Iroquois County Times and the Union County Gazette-Democrat.

The Times devoted the entire front page to 4-H Achievement Night and carried other stories through the paper. The Gazette-Democrat carried pictures and stories on achievement activities and also gave front-page treatment to the area resource development program.

12/6/61

It Says Here . . .

FURROW's Conclusions on Farmers Today...

Editors of THE FURROW travel thousands of miles digging for stories to fill 10 U. S. and Canadian FURROW editions. Here are a few of their conclusions based on a wide variety of experiences:

Farmers are:

1. Devising different methods for climbing the success ladder, but have pretty much the same aspirations and goals.

2. Tuning their ears to research and its role in agriculture--because they have to.

3. Rapidly pulling away from practices used by their fathers, putting new ideas to work even if it constitutes a risk.

4. Curious about practices used by farmers hundreds, or even thousands, of miles away.

5. Willing to travel great distances to attend meetings and conferences for information to help them back on the farm.

6. Studying more closely the world around them and what makes it tick, because now it's closer to them and affects how they farm more directly.

7. Ahead of their city cousins, in many respects, including modern conveniences and receptiveness to all forms of communication.

8. Still about the friendliest people on earth!

12-13-61

In This Week's Packet...

A packet of eight stories covering high-lights of the farm outlook for 1962 was sent to all daily newspapers. Eight Illinois agricultural economists provided the information for the packet. Farm advisers may want to make some of these stories available to weeklies or to their county farm bureau publications.

A set of stories on the 1962 Illinois Farm Record Books is also included for farm advisers.

End of Year Brings Timely Story Ideas...

The end of the year brings many timely story ideas for your news and radio services. Have you thought about items on:

Winding up farm records for 1961.

Getting started with a good record book for 1962.

Using home accounts.

Cold-weather problems with machinery or livestock or around the house.

A Thought Worth Noting...

"I want to be close on the heels of Old Man Progress and push him along a little if possible. At least, I want to understand what true progress is and to help others to understand. It means painting the picture in true color and with great detail. Work is a privilege wherever progress is concerned." These words were written a long time ago by Frank Bill when his father (farm editor of the Bloomington Pantagraph before Frank) suggested that he put down his thoughts about the role of a farm writer.

It Says Here . . .

Happy Holidays

from the

Extension Editorial Staff

EXTENSION EDITORIAL OFFICE UNIVERSITY OF ILLINOIS COLLEGE OF AGRICULTURE 330 MUMFORD HALL, URBANA

It Says Here . . .

Hello, NEW YEAR...

Your 365 fresh, unused days are welcome. We would like to promise that we will use all of them wisely, but that is too much to expect.

Some of your days, precious as they are, will be wasted. They will be spent foolishly and extravagantly on the luxuries of indecisions. They will be lost in the maze of petty problems and major accumulations of minor details.

Many, of course, will be devoted to the demands of the moment over which we have little control.

But there will be left at least a few of your days that will be ours to use with prudence and good judgment. And it is for these few days that we say... HAPPY NEW YEAR!

12-27-61

NEWS FOR FARM PAPER EDITORS

UNIVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

January 1961, No. 40

Events Coming Up...

The last week of January and first week of February are a three-ring circus of meetings and events here on the University of Illinois College of Agriculture campus. Our editorial staff will cover these events as completely as possible through our regular press services. But with many speakers and many interests among farm editors, we hope that as many of you as possible will plan to visit the campus during this period. If you can't make it, let us know if we can be of service to you.

The Agricultural Industries Forum, January 31-February 1, is expected to attract special interest. We'll plan to set up press headquarters near the Forum registration desk. No registration will be charged to members of the press.

Hadley Read

Hadley Read
Extension Editor

CROP PERFORMANCE DAY, January 24--Agronomists will report their latest research conducted in 1960 and make recommendations for 1961. The results of the commercial hybrid corn tests and experimental inbred development will be reported.

CUSTOM SPRAY OPERATORS' TRAINING SCHOOL, January 25-26, will feature talks covering mold prevention in stored high-moisture corn, penetration and translocation of 2,4-D and 2,4,5-T, control of quackgrass and wirestem muhly with atrazine, chemical control of aquatic weeds, a report of soil insecticide research that particularly concerns winter applications, and the abundance, distribution and farm control of face flies. For a complete copy of the program, write to H. B. Petty, 280 Natural Resources Building, Urbana.

AGRICULTURAL INDUSTRIES FORUM, January 31—February 2, will bring together more than 500 businessmen in the agricultural supply and processing industries. General sessions and special sessions in marketing dairy products, poultry, livestock, grain farm supplies and equipment are scheduled. Detailed programs and reservation forms available on request.

ILLINOIS NUTRITION CONFERENCE, February 1-2, will spotlight a panel discussion of the vitamin A deficiency problem. In addition, H. M. Scott will report on new concepts regarding the amino acid nutrition of chicks. Dr. Albert Tannenbaum, a leading cancer researcher from Chicago's Michael Reese Hospital, explains nutrition's role in relation to how cancer begins. Two more talks cover calcium metabolism in aged animals and how the preparation of grain affects its utilization by hogs. For a complete copy of the program, write to E. E. Hatfield, Stock Pavilion, U. of I., Urbana.

Events during the [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

ILLINOIS FERTILIZER INDUSTRY CONFERENCE, February 2, Urbana, Bevier Hall Auditorium, beginning at 9:30 a.m. The theme of this year's conference is "The Soil as a Medium for Plant Growth." Speakers will show how the chemical, biological and physical nature of soil affects plant growth and determines the response to fertilizers. Brief reports by U. of I. staff will cover research in soil testing and fertilizer application. A complete program is available on request.

ILLINOIS SOCIETY OF PROFESSIONAL FARM MANAGERS AND RURAL APPRAISERS will hold their annual meeting February 2-3 in the Illini Union Building. The program features these topics: "Trends in the Sixties and Their Meaning to Professional Farm Managers"; "Highway Condemnation Appraisal"; "Farm Partnerships or Farm Corporations--Which and Why?"; "Legal Liabilities, Protecting Yourself and Your Client."

DAIRY DAYS, 1961, will feature the latest research findings and answers to dairy problems. Topics on the program include maximum use of corn and corn silage; use of urea, molasses, yeast, stilbestrol, vitamins and antibiotics in dairy rations; new systems of evaluating transmitting ability of bulls; what's new in handling milking machines; and controlling the face fly. Dates and places are as follows:

January 19--Urbana, Veterinary Medicine Building Auditorium
January 23--Galesburg, Farm Bureau Building
January 24--Pittsfield, Farm Bureau Auditorium
January 25--Highland, Weinheimer Building
January 26--Marion, Logan School Gym
January 27--Effingham, Methodist Church
February 6--Dwight, VFW Building
February 7--Elgin, Blue Moon Hall
February 8--Oregon, Coliseum
February 9--Stockton, High School Gym
February 10--Amboy, 4-H Center

Research in Progress...

Sheep research workers are initiating a new research project this month that will study the interrelationship between nitrate and viatmins E and A. They hope the study sheds light on the puzzling vitamin A deficiency trouble in sheep.

New Publications...

AGRICULTURAL ECONOMICS

Congress on the Farm:

No. 13 Assistance to Soil Conservation Districts. H. W. Hannah and N. G. P. Krausz.

No. 14 Rural Free Delivery. H. W. Hannah and N. G. P. Krausz. 2 pages.

Farm Management Facts and Opinions:

No. 220 The Twenty-Fifth Anniversary of Social Security. G. B. Whitman. 2 pages.

No. 221 Income Tax Management. G. B. Whitman. 2 pages.

AGRONOMY

AG-1858 Summary of Illinois Spring Oat Variety Demonstrations, 1960. J. W. Pendleton, W. O. Scott. 7 pages.

Agronomy Facts:

C-24 Tetraploid Corn Breeding. D. E. Alexander. 2 pages.

Agronomy News:

No. 156 Chemicals Control Farm Pond Weeds Quickly, Easily, Safely. 2 pages.

No. 157 The Story of Yellow Dwarf. 2 pages.

ANIMAL SCIENCE

Monthly Poultry Suggestions: Cages for Laying Hens.

Timely Topics: Suggested Fortified Bean Meal Supplement for Cattle. G. R. Carlisle. 2 pages.

DAIRY SCIENCE

Dairy Digest:

Management 12: Should Dairy Heifers Be Bred to Angus Bulls? R. W. Touchberry. 2 pages.

PLANT PATHOLOGY

Report on Plant Diseases No. 203: Relative Maturity and Reaction of Corn Inbreds to Leaf Blight and Stalk Rot. A. L. Hooker and Clarion B. Henderson. 15 pages.

EXTENSION EDITORS

Agr. Communications Research Report No. 1--The Farmer and His Hog Business. Hadley Read. A report on a survey among hog farmers in 10 Illinois counties taken during the summer of 1960. 18 pages.

Taking Surveys Among Farm Families. Harold D. Guither. Prepared as a handbook primarily for county extension workers who want to evaluate their programs and develop new ones. 23 pages.

Photos Available...

X1 Dairy Scientist N. L. VanDemark points out how stress on breeding weight instead of age puts a much needed focus on care and feeding of replacement heifers.

X2 Dairy Scientist John Byers illustrates research in which cows receiving 75 percent total corn ration as ground shelled corn and corn silage, plus a minimum of alfalfa hay, maintained their general appearance and milk production as well as cows fed a more typical ration containing only 50 percent corn.

60 B 191 New automatic beef feeding arrangement being tested at the University of Illinois.

60 B 192 Series of photos on 4-H leadership at work.

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

January 1961, No. 40

Please send me the items circled below:

Congress on the Farm: 13 14

Farm Management Facts and Opinions: 220 221

Agronomy Facts: C-24

AG-1858

Agronomy News: 156 157

Monthly Poultry Suggestions

Timely Topics

Dairy Digest: Management 12

Report on Plant Diseases 203

The Farmer and His Hog Business

Taking Surveys Among Farm Families

Photos Available: X1 X2 60 B 191 60 B 192

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HDG:PAC:HDN:mfb

NEWS FOR FARM PAPER EDITORS

UNIVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

February 1961, No. 41

Events Coming Up...

CATTLE FEEDER DAYS, February 6-10, at the Dixon Springs Experiment Station in southern Illinois. Each day farmers from a different group of counties are invited to see and hear about the latest research and management suggestions. U. of I. livestock specialists also appear on the program.

SHEEP DAY, February 15, at the Dixon Springs Experiment Station, features reports on station research, tours of the sheep facilities and a roundup of management ideas and outlook from U. of I. animal scientists. Program begins at 9:30 a.m.

FARM MACHINERY DAY is scheduled for March 14. Check next issue for more details.

DATES FOR SWINE DAYS have been announced as follows: U. of I. campus, March 28; Mt. Vernon, March 29; Carlinville, March 30; Rushville, April 3; Galesburg, April 4; and Amboy, April 5. More details concerning the program will be released next month.

FARM AND HOME FESTIVAL, April 6, 7 and 8, features the theme, "Foundations for the Future." New ideas for demonstrations and exhibits are being planned. Save the dates. More details next month.

New Publications...

Illinois Custom Spray Operators' Training School Manual: Contains talks presented at School January 25-26 on campus.

Illinois Nutrition Conference Manual: Contains reports presented at conference February 1-2.

Dairy Marketing Reports presented at Agricultural Industries Forum, January 31 - February 1. (Summaries of other forum reports not yet prepared.)

Bulletin 666: Performance of Auger Conveyors for Farm Feed Materials at Restricted Delivery Rates. F. L. Herum, 12 pages.

Circular 825: Let's Know Our Trees and Woods. A forestry manual for 4-H Club members--Introductory Unit. W. F. Bulkley, 25 pages.

AGRICULTURAL ECONOMICS

ILLINOIS AGRICULTURAL ECONOMICS, Volume 1, Number 1. A new periodical to provide timely information for leaders in agriculture and agriculturally related industries. Prepared by staff members of the Department of Agricultural Economics, 31 pages.

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[illegible]

Congress on the Farm, No. 15: School Lunch Program. H. W. Hannah and N. G. P. Krausz, 2 pages.

Farm Management Facts and Opinions No. 222: Farm Management and Money Management. A. G. Mueller, 2 pages.

Economics for Agriculture:

MKTG 17: Store Competition: The Key to Lower Unit Distribution Costs and Higher per Capita Milk Consumption in St. Louis. R. W. Bartlett, 6 pages.

FM 15: Productive Capacity of Livestock Labor. R. N. Van Arsdall and Velmar Davis, 4 pages.

AGRONOMY

Agronomy News:

158 Morrow Plots Show Surprising Yields in 1960. 2 pages.

159 What's New in Forage Crop Mixtures? 2 pages.

Agronomy Facts:

G-21 Characteristics of Winter Wheat Varieties. R. O. Weibel, 3 pages.

F-18 Alfalfa Varieties (Revised issue). C. N. Hittle, 2 pages.

ANIMAL SCIENCE

Timely Topics: Have Feed Analysis Done at Commercial Laboratories; Why Some Sheep Flocks Return More Than Others. G. R. Carlisle.

Monthly Poultry Suggestions: Something New... (Concerns two new poultry problems--white egg yolks and hysteria in chickens.) S. F. Ridlen, 2 pages.

RFAS No. 7: Egg Production Costs and Returns. S. F. Ridlen, 2 pages.

DAIRY SCIENCE

Dairy Digest Feeding No. 27: Preparing Grains for Dairy Cattle. C. L. Davis.

Photographs Available...

61B 4-3: U. of I. Sells Specific Pathogen-Free Boar to Kansas Buyer. Livestock extension specialist H. G. Russell included in picture with buyer.

61B 4-8 & 10: Two research photos showing production of sterile tissue in dairy cows. Dairy researcher B. L. Larson included in picture.

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

February 1961, No. 41

Please send me the items circled below:

Manuals: Custom Spray Operators' School; Illinois Nutrition Conference

Ag Industries Forum: Dairy Marketing Reports

Bulletin 666

Circular 825

Agricultural Economics: ILLINOIS AGRICULTURAL ECONOMICS

Congress on the Farm No. 15

Farm Management Facts and Opinions No. 222

Economics for Agriculture: MKTG 17; FM 15

Agronomy News: 158; 159

Agronomy Facts: G-21; F-18

Animal Science: Timely Topics; Monthly Poultry Suggestions; RFAS-7

Dairy Digest Feeding No. 27

Photos Available: 61B 4-3; 61B 4-8 & 10

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NEWS FOR FARM PAPER EDITORS

UNIVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

March 1961, No. 42

Events Coming Up...

FARM MACHINERY DAY, March 14--This program is designed for farm implement dealers and their employees. Among topics U. of I. ag engineers and agronomists on the program will discuss are status of hay wafering equipment, plowing down anhydrous ammonia, new horizons in chemical weed control, minimum-tillage trends and changing practices in growing row crops. Program begins at 9:30 a.m. in the U. of I. Law Building Auditorium.

ILLINOIS SWINE GROWERS' DAYS are scheduled as follows: Urbana, March 28; Mount Vernon, March 29; Carlinville, March 30; Rushville, April 3; Galesburg, April 4; and Amboy, April 5. Research reports to be covered include controlling heat periods of sows and gilts, types of flooring for growing pigs, antibiotics for growing swine, ingredients in corn—soybean meal rations and hygromycin in gestation rations for gilts and sows. The afternoon program will include speakers on topics of special interest to hog producers.

FARM AND HOME FESTIVAL, April 6, 7 and 8 will feature exhibits, demonstrations and speakers on high-interest topics. This is the annual open house of the College of Agriculture. About 12,000 attended this event last year. A complete program will be mailed in about two weeks.

STUDENT GUEST AND HOSPITALITY DAYS, April 8, offer high school boys and girls the opportunity to learn about college life and various career opportunities open to those who study and prepare for them. Special programs begin at 9:00 a.m.

ILLINOIS BANKERS AGRICULTURAL CONFERENCE, April 12-13, will present a roundup of the latest information dealing with the current farming situation. College of Agriculture staff members and bankers will participate. This year's program will place special emphasis on crops, soils and agricultural engineering.

Research in Progress...

Feeder cattle summary--The 22nd Annual Feeder Cattle Report will be published in the next month. It reports costs and returns from cattle sold off Illinois farms in 1960 based on actual records of these farmers.

Cash-grain farm costs--A report showing detailed costs on central Illinois cash-grain farms in 1959 will be prepared and published this spring.

Plant-Opals--Through a special grant from the National Science Foundation, soil scientists will explore plant-opals--the microscopic grains composed mostly of silica and small amounts of other elements absorbed by the growing plant. The type and number found should help tell scientists the amount of weathering that has taken place in the soil, the age of the soil and some of its vegetative history.

Heavy fertilization, plant population and corn row width--Agronomists plan to continue a study begun last year to watch the effects of heavy fertilization, plant populations and corn row width. In 1960 tests, yields were about the same for the 20- and 40-inch rows when plant populations and fertility treatments were the same.

Size and distribution of livestock enterprises--Agricultural economists have just completed a report showing the distribution and size of livestock enterprises in Illinois, with special emphasis on changes taking place between the 1954 and 1959 farm census.

Horticulturists will continue testing strawberry varieties this year. They are studying 16 varieties to determine growth habits and disease resistance, color, size, texture and shipping ability of the fruit and other factors.

Swine research workers are continuing various studies that concern (1) the levels of vitamins necessary for adequate growth and (2) the effect of various antibiotics fed with a standard corn—soybean meal ration supplemented with vitamins and minerals.

Tile filters--U. of I. agricultural engineers are testing the effectiveness of a number of filter materials for tile drains in sandy soils. Materials under test include straw, sawdust, gravel, fiberglass, topsoil and corncobs.

New Publications...

Summary of Talks Presented at the Illinois Canners School, January 4-6, 1961.

Summary of Reports Presented at the Dixon Springs Experiment Station Sheep Day, February 15, 1961.

BULLETINS

665 Characteristics of Soils Associated With Glacial Tills in Northeastern Illinois. H. L. Wascher, J. D. Alexander, B. W. Ray, A. H. Beavers and R. T. Odell. 156 pages.

CIRCULARS

824 Managing Your Hog Business. S. W. Terrill, D. E. Becker and A. H. Jensen. 32 pages.

826 Year-Around Stored Feeding for Dairy Cattle. L. R. Fryman. 12 pages.

827 Controlling Johnson Grass in Illinois. Fred Slife and Ellery Knake. 8 pages.

AGRICULTURAL ECONOMICS

AE-2640 Illinois Agricultural Changes, Prospects and Policy Alternatives. (Papers presented at a series of meetings sponsored by the U. of I. and the I.A.A.)

AERR-41 Distribution of Livestock Among Different Sizes of Enterprises Within Illinois. R. J. Mutti and P. A. Gill. 17 pages.

RSM-32 Social and Economic Service Centers for Rural People in the Kewanee Area (Bureau, Henry and Stark Counties) of Illinois. D. E. Lindstrom.

Farm Management Facts and Opinions:

223 Money Management and Net Worth Statements. A. G. Mueller.

224 The First Year's Report on U. of I. Allerton Farm No. 3. J. B. Cunningham.

225 What Are the Dollar Costs of Credit? A. T. Anderson.

Congress On The Farm:

17 International Wheat Agreement. H. W. Hannah and N. G. P. Krausz.

18 Minimum Wages, Maximum Hours and Agricultural Labor. Hannah and Krausz.

AGRONOMY

Agronomy News:

160 Do Illinois Soils Need Molybdenum?

161 Field Trials Good When Results Understood!

162 New Improved Method for Measuring Lime Need.

163 Oat Varieties for 1961.

164 Soybean Varieties for 1961.

Agronomy Facts:

C-25 Corn-Teosinte Hybrids. R. J. Lambert.

ANIMAL SCIENCE

AS-367 1961 Beef Cattle Feeding Suggestions. H. G. Russell, G. R. Carlisle, D. E. Walker and W. F. Nickelson.

AS-377 Your 1961 Hog Business. H. G. Russell, G. R. Carlisle, D. E. Walker and W. F. Nickelson.

Timely Topics: Good Boar Can Improve Carcass Quality of Hogs; Rolling or Grinding Improves High-Moisture Corn. G. R. Carlisle.

Monthly Poultry Suggestions: Debeaking Hens in Production. S. F. Ridlen.

FORESTRY

F-261 Removing Tree Stumps From Home Grounds. C. S. Walters. 2 pages.

Photos Available...

61-A-6 Pigs and sow in farrowing crate using heating cable in concrete floor.

61-A-7 D. E. Becker, head of swine division, with month's supply of antibiotics in his hand, research pigs in background.

61-A-8 Becker with new experimental floor for swine.

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

March 1961, No. 42

Please send me the items circled below:

Manuals: Illinois Canners School; Dixon Springs Sheep Day

Bulletins: 665

Circulars: 824; 826; 827

Agricultural Economics: AE-2640; AERR-41; RSM-32

Facts and Opinions: 223; 224; 225

Congress On The Farm: 17; 18

Agronomy News: 160; 161; 162; 163; 164

Agronomy Facts: C-25

Animal Science: AS-367; AS-377; Timely Topics; Monthly Poultry Suggestions

Forestry: F-261

Photos Available: 61-A-6; 61-A-7; 61-A-8

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NEWS FOR FARM PAPER EDITORS

VERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

April 1961, No. 43

Events Coming Up...

FARM AND HOME FESTIVAL, April 6, 7, and 8. Exhibits from each department, speakers on current topics, Town and Country Art Show, exhibits on career opportunities are all part of the annual college-wide exposition.

Headline Speakers. Secretary of Agriculture Orville Freeman has accepted an invitation to speak on Thursday afternoon, April 6, in the University auditorium. We plan to arrange a press conference while he is here.

Governor Otto Kerner speaks at 3 p.m. Friday in the University auditorium.

Editors' Dinner. The Illinois Farm Writers and Broadcasters Association will hold their annual dinner meeting Thursday evening, April 6, at 6:30 in the Tilden-Hall Hotel, Champaign. Three U. of I. agricultural economists have accepted the invitation to discuss and answer your questions on "How President Kennedy's New Frontier Will Affect Illinois Farmers." Harold Halcrow, head of the agricultural economics department, L. H. Simerl, and George K. Brinegar make up the panel. Send your reservations to Patricia Close, 330 Mumford Hall, Urbana.

STUDENT GUEST AND HOSPITALITY DAYS, April 8, will see more than a thousand high school students here to participate in programs designed to tell them about college life, courses of study, costs, and career opportunities.

ILLINOIS BANKERS AGRICULTURAL CONFERENCE, April 12-13, presents a picture of current agricultural problems to those who loan money to farmers. This year's program follows the theme, "The Changing Structure of Agriculture and Its Implications to Bankers."

ELECTRICAL CONTROLS WORKSHOP, April 25-27. A recent controls workshop was so successful that U. of I. agricultural engineers have been asked to hold another one. The workshop will be a laboratory-type course designed to let students learn by working with the actual controls. Attendance is limited to 24 representatives of Illinois power suppliers.

Research in Progress...

Higher Oil Corn. Corn breeders will begin a critical test in 1961 to determine whether high-oil and high-yielding ability can be incorporated into the same corn plant. Plants are being made to produce 300 to 500 plants by crossing present high-oil strains. Tests and selection of individual kernels will be made, using a new method called nuclear magnetic resonance. This test for oil is made without destroying the kernel.

Vitamin A Deficiency. Beef cattle research men are working to find out whether thick planting rates and heavy nitrogen fertilization of corn have any relation to the puzzling vitamin A deficiency problem. Last fall they harvested silage

from four fields of corn that varied in their planting and fertilization rates. They are now feeding the silage to steer calves and will report the results at Cattle Feeders' Day this fall.

Growth Inhibitors. Joe Vandemark, vegetable crops specialist, is studying 2-4,D and several related compounds that are most commonly considered to be weed killers. But Vandemark is finding that,when used in micro-quantities, these compounds stimulate the growth and yield of green and dry beans.

New Publications...

Swine Day Booklet. Contains reports presented at Swine Day, March 28.

Circular 829: Tandem Tractors. Wendell Bowers and B. J. Butler. 11 pages.

AGRICULTURAL ECONOMICS

AE-3636 Twenty-Second Annual Report of Feeder Cattle. A. G. Mueller. 21 pages.

Farm Management Facts and Opinions No. 226: Crop Costs and Returns on Highly Productive Soils of Central Illinois.

Congress On the Farm

19 The Wabash Valley Compact.

20 Federal Stamp Tax on Real Estate.

Economics for Agriculture

FM-16 A Started-Pullet Growing Contract. (A contract prepared to serve as a guide for contractors, growers,and their legal agents.) J. R. Roush, N. G. P. Krausz,and S. F. Ridlen.

AGRONOMY NEWS

165 Five Steps to Five Tons. (The five important steps that can lead to five or more tons of high-quality alfalfa forage per acre.)

Agronomy Facts

SF-64 A Progress Report on Molybdenum (MOLY) on Soybeans. A. L. Lang.

C-26 Use of Sterile Cytoplasm and Fertility-Restoring Genes for Production of Hybrid Corn. J. B. Beckett.

ANIMAL SCIENCE

Timely Topics: Stilbestrol Still "Best Buy for Cattle Feeders"; Vitamin A a Problem Under Study at Urbana. G. R. Carlisle.

RFAS-8 Current Budget Guides for Growing Pullets to 16 Weeks of Age. S. F. Ridlen and J. R. Roush.

DAIRY SCIENCE DIGESTS

Mgt.-13 How Does a Milking Machine Work? 1 page.

PHOTOGRAPHS

Photographers recently shot a picture story of "an animal biochemist at work." The story features B. Connor Johnson, who has received the American Feed Manufacturers Award for outstanding research in animal nutrition. He will receive his award at the May AFMA meeting. You may order the complete set or individual shots:

A. Two photos showing Johnson taking a heart cardiogram of a pig.

B. One shot showing the intravenous feeding of a sheep.

C. One photo depicting new monkey research under way.

D. Two shots depicting other phases of Johnson's research work.

E. Portrait photo of Johnson at his desk.

X-100. Dairy scientist examining a periscope used in a fistula to get a closer look at rumen activity inside "Sadie," the cow with a window in her side.

X-101. Dairy scientist with highly magnified picture of rumen bacteria taken from Sadie. Picture is flashed on screen.

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

April 1961, No. 43

Please send me the items circled below:

Swine Day Report

Circular 829

Agricultural Economics: AE-3636; Facts & Opinions 226

Congress on the Farm: 19; 20; Economics for Agriculture, FM-16

Agronomy News 165; Agronomy Facts: SF-64; C-26

Animal Science: Timely Topics; Monthly Poultry Suggestions; RFAS-8

Dairy Science Digests: Mgt.-13

Photos: Complete Johnson Set; or A, B, C, D, E; X-100; X-101

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NEWS FOR FARM PAPER EDITORS

VERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

May 1961, No. 44

Events Coming Up...

ILLINOIS PCA MANAGERS AND FIELDMEN'S ANNUAL CONFERENCE, May 22-23. This group will hear and discuss the latest trends in farming and how they affect credit use by farmers.

AGRONOMY FIELD MEETINGS are scheduled as follows: Brownstown, June 12; Ewing, June 13; Newton, June 14; Raleigh, June 14; Toledo, June 15; Enfield, June 16; Carlinville, June 19; and DeKalb, June 30. Tours at the Brownstown field begin at 9:30 a.m. All others start at 1:30 p.m.

ILLINOIS STATE 4-H CLUB WEEK--June 21-23--Nearly 2,000 4-H Club delegates and leaders are expected to attend this three-day event. The program will feature class sessions on 4-H projects and activities, tours of the campus, recreation, and career workshops covering a wide variety of general career areas.

AGRONOMY DAY on the University of Illinois research farm at Urbana is June 28. Research in progress will be displayed. Agronomists will report their findings to date and what they expect for the future.

Research in Progress...

High-Population Drilled Corn--Research work to improve high forage yields of drilled corn will continue in 1961. Additional evidence on yields, harvesting methods, and feeding value will be obtained.

Metal Crowns for Cow's Teeth--U. of I. veterinarians are beginning a five-year study to find out the effectiveness of metal crowns on cows' teeth at the Dixon Springs Experiment Station. A group of 7- and 8-year-old cattle will have capped teeth. The other group with worn teeth will remain uncapped.

Liquid Phosphoric Acid--Soil scientists will apply liquid phosphoric acid at several locations this year. They will compare time of application, amounts, and response on corn. This material contains about 53 percent P_2O_5 and has not previously been tested in the corn belt.

Molybdenum for Soybeans--Agronomists will continue and expand their work with molybdenum seed treatment for soybeans. Treatments will be made in different soil conditions and plant food treatments. The study includes a survey of farmers who use seed treatment, field experiments, and tests of plant materials to determine trace-element deficiencies.

Manganese for Soybeans--Agronomists will cooperate with farmers who have experienced manganese deficiencies to study this problem further.

Post Preservation--U. of I. foresters are testing a penta-gel preservative for fence posts. Initial tests are promising. Square Douglas fir post-stubs with one-quarter- and one-half-inch coatings are all sound after 4 1/2 years in the ground.

Amino Acids in Soybean Meal--Although soybean meal supplies all of the essential amino acids, it supplies excessive amounts of some that hogs cannot utilize and must excrete. Hog research men are trying to find the minimum amount of soybean meal that satisfies the animal's requirement for amino acids and at the same time contains the least amount of excessive amino acids. They hope to accomplish this by lowering the percentage or amount of soybean meal in the ration and supplementing the ration with the first and second "limiting" amino acids.

New Publications...

Bulletins

668 Performance of Commercial Corn Hybrids in Illinois, 1960. Earl R. Leng and G. L. Ross. 44 pages.

669 1960 Performance of Experimental Corn Hybrids in Illinois. Earl R. Leng, R. J. Lambert, M. L. Peasley, G. L. Ross and K. E. Williams.

Circulars

830 Electric Heating Cable for Swine. A. J. Muehling and D. R. Daum. 12 pages.

AGRICULTURAL ECONOMICS

AE-3645 Proceedings of the General Sessions at the Agricultural Industries Forum, January 31 - February 1, 1961.

AE-3650 Proceedings of the Grain Marketing Sessions at the Agricultural Industries Forum, January 31 - February 1, 1961.

AE-3651 Proceedings of the Livestock Marketing Sessions at the Agricultural Industries Forum, January 31 - February 1, 1961.

AE-3657 Management Factors in Farm Loans. Donald G. Smith. 9 pages.

AE-3658 Agricultural Outlook for 1961. L. H. Simerl. 12 pages.

NCM-19 Truck Shipments of Grain by Country Elevators in the North Central Region, 1954 to 1958-59. David A. Storey (For the North Central Grain Marketing Research Committee). 141 pages.

AERR-42 Detailed Cost Report for Central Illinois, 1959. (Covers a study of farm labor and farm costs on a selected group of central Illinois farms during 1959.) R. A. Hinton and A. G. Mueller. 25 pages.

Congress On The Farm

21 Poultry Products Inspection. H. W. Hannah and N. G. P. Krausz.

22 The Agricultural Hall of Fame. Hannah and Krausz.

23 The USDA and Animal Diseases. Hannah and Krausz.

Farm Management Facts and Opinions

222 Farm Management and Money Management. (This issue was listed several months ago, but we could not fill orders until more copies were run. If you requested a copy but did not receive it, please order again as we now have copies.) A. G. Mueller.

227 Livestock Returns in 1960 on Illinois Farms. A. G. Mueller.

228 Maximizing Income With Hogs and Cattle on Northeastern Illinois Farms. M. R. Langham and C. B. Baker.

229 Breakeven Corn Prices for Participation in 1961 Feed Grain Program. R. A. Hinton.

Economics for Agriculture

MKTG-18 Fewer and Larger Fluid Milk Plants in Illinois. S. W. Williams.

MKTG-19 What Price Corn in 1962? L. F. Stice.

AGRONOMY

AG-1866 The Illinois Method for Determining Available Potassium in Soils (Revised). R. H. Bray and J. C. Laverty. 11 pages.

Agronomy News

166 Using Nitrogen Wisely This Spring.

167-171 Five Steps to Five Tons. A series of five issues that outline five steps necessary for producing five tons of high-quality alfalfa hay per acre.

172 Opportunities in Agronomy. Career opportunities available in agronomy.

173 Pre-Emergence Herbicides for 1961.

174 Pre-Emergence Herbicides - Granular or Liquid.

175 Corn Planting Rates Determine Corn Yield.

Agronomy Facts

C-27 Ten Steps to Growing "Contest-Winning" Yields. S. R. Aldrich and D. E. Alexander.

W-15 How Pre-Emergence Herbicides Work. E. L. Knake and F. W. Slife.

ANIMAL SCIENCE

AS-1 Energy and Amino Acids in Swine Nutrition. D. E. Becker. 6 pages.

Monthly Poultry Suggestions: The Egg and You. J. R. Roush and S. F. Ridlen.

RFAS-10 Bone Darkening in Poultry. S. F. Ridlen and Geraldine Acker.

DAIRY SCIENCE

Dairy Digests

Breeding 3: Growth of Artificial Insemination of Dairy Cattle in Illinois, 1947-60. J. G. Cash.

Mgt. 14: Dairy Herd Improvement Registry. R. V. Johnson.

Feeding 28: Pelleted Feeds for Dairy Cattle. L. R. Fryman.

PLANT PATHOLOGY

Plant Disease Pointers

1 Wheat Diseases. M. P. Britton.

2 Manganese Toxicity in Peach and Apple Trees. Dwight Powell, J. S. Titus and H. H. Thornberry.

Photos Available...

61-B-51--Agricultural Engineer Paul Bateman demonstrates proper corn planter adjustment.

61-B-59--Veterinary students place metal caps on worn down cows' teeth.

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

May 1961, No. 44

Please send me the items circled below:

Bulletins: 668; 669

Circular 830

Agricultural Economics: AE-3645; AE-3650; AE-3651; AE-3657; AE-3658; NCM-19; AERR-42

Congress on the Farm: 21; 22; 23

Farm Management Facts and Opinions: 222; 227; 228; 229

Economics for Agriculture: MKTG-18; MKTG-19

Agronomy: AG-1866

Agronomy News: 166; 167-171; 172; 173; 174; 175

Agronomy Facts: C-27; W-15

Animal Science: AS-1; Monthly Poultry Suggestions; RFAS-10

Dairy Digests: Breeding 3; Mgt. 14; Feeding 28

Plant Disease Pointers: 1; 2

Photos: 61-B-51; 61-B-59

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NEWS FOR FARM PAPER EDITORS

VERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

June 1961, No. 45

Events Coming Up...

AGRONOMY FIELD MEETINGS are scheduled as follows: Brownstown, June 12; Ewing, June 13; Newton, June 14; Raleigh, June 14; Toledo, June 15; Enfield, June 16; Carlinville, June 19; and DeKalb, June 30. Tours at Brownstown field begin at 9:30 a.m. All others start at 1:30 p.m.

ILLINOIS 4-H CLUB WEEK, June 21-23, at Urbana. About 2,000 club member delegates and leaders will be on hand.

AGRONOMY DAY, June 28 at the University of Illinois Agronomy Research Farm, features these tour stops: insect situation, soybean diseases, soil moisture studies, wheat varieties, oat varieties, breeding oats for yellow dwarf resistance, growing a good lawn, soybean fertilization, organic matter research, weed control, establishing legumes with chemicals, alfalfa variety tests, new machines for harvesting forage crops, corn fertility studies, rotation studies, production potential of Illinois soils and root infections in field crops. Tours begin at 9:30 a.m. and continue through the day.

MATERIALS HANDLING FIELD DAYS, June 28-29 at Exposition Gardens, Peoria. Sponsored by Central Illinois Light Company, Illinois Retail Farm Equipment Association, Illinois Valley Farmer, and WMBD in cooperation with the University of Illinois Agricultural Extension Service. The two-day exposition features about 75 exhibits of the latest materials-handling equipment and an educational program.

Research in Progress...

Flame cultivation--Agronomists will test flame cultivation of corn and soybeans with LP gas as the fuel. Tests will be made at Urbana and at about 25 locations around the state.

Weed control with rotary hoe and pre-emergence herbicide--Agronomists will use a rotary hoe to kill weeds between rows after a pre-emergence herbicide has been applied. They want to determine whether the rotary hoe disturbs the effect of the herbicide.

Cobalt treatment for soybeans--Illinois agronomists along with those in Indiana and Iowa are cooperating in a special study to determine whether soybeans show any response to cobalt. In Illinois each farm adviser has received a kit to set up a field demonstration. One plot will have cobalt added to the inoculant; the other will not. This test is only preliminary. Scientists have found some indication in the laboratory that cobalt is essential for proper functioning of the nodule bacteria.

Cattle feeding automation--Winter research at the new University of Illinois automatic beef feeding installation has led to a major improvement in the system's control panel. The panel can now be preset for feeding two different rations to different groups of cattle. Main purpose behind the automatic feeding setup is to fit components from many different manufacturers into a single working unit.

New Publications...

Bulletins

670 Environmental Studies With Early-Weaned Pigs. A. J. Muehling and A. H. Jensen. 40 pages.

671 Effects of Borrowing From Commercial Lenders on Farm Organization. (Refers to fertilizers, buildings, machinery, livestock and operating expense.) C. B. Baker and G. D. Irwin. 28 pages.

Circulars

832 Insurance for Farmers: Property, Liability and Medical. N. G. P. Krausz. 24 pages.

AGRICULTURAL ECONOMICS

AE-3661 Proceedings of the Third Agricultural Industries Forum: Farm Supplies and Equipment Session, January 31 - February 1, 1961.

Congress On The Farm

24 The Packers and Stockyards Act. H. W. Hannah and N. G. P. Krausz.

25 Farmer Cooperatives and Anti-Trust Laws. H. W. Hannah and N. G. P. Krausz.

Economics for Agriculture

PO 1a Seasonal Variation in Hog Prices. Milton C. Hallberg.

PO 2a Beef Cattle Seasonal Price Patterns. Milton C. Hallberg.

PO 4 Seasonal Price Patterns for Sheep. Milton C. Hallberg.

TA 9 Removal Right for Tenant Improvements. F. J. Reiss.

Farm Management Facts and Opinions

230 Survey of High-Income Crop Producers. D. F. Wilken and Howard Robinson.

231 Test Demonstrator Develops Profitable Farm Business. F. M. Sims.

AGRONOMY

AG-1833 Summary of Results, University of Illinois Oblong Agronomy Experiment Field, 1912-1960.

AG-1870 Summary of Results, University of Illinois Brownstown Agronomy Research Center, 1938-1960.

Agronomy News

176 Above-Normal Rainfall in April Helps to Overcome Subsoil Moisture Deficiency.

177 Use 2,4-D Safely.

178 Controlling Weeds in Corn and Soybeans.

Agronomy Facts

F-29 Alfalfa Management in Northern and Central Illinois (Revised). J. A. Jackobs.

ANIMAL SCIENCE

Timely Topics: Keeping Hogs Cool Reduces Cost of Gains; Using Pasture, Limited Grain Cuts Bred Sow Costs. G. R. Carlisle.

RFAS-10: Bone Darkening in Poultry. S. F. Ridlen and Geraldine Acker.

Photos Available...

61 B 73 Face fly research. Series of three photos shows flies on cow and calf; laboratory work by research entomologist, and research application of control material.

61 B 76-11 Agronomists plant the Morrow Plots, American's oldest soil experiment field, for the 86th year.

61 B 77 Veterinarians give oxygen therapy to calves.

61 A 25 Agricultural engineers display newly built dynamometer for testing tractors.

61 B X1 Agronomist displays alfalfa seeding established a year ago with help of herbicides instead of nurse crop.

61 B X2 Agronomist C. N. Hittle displays Alfa, an alfalfa of French origin that is appearing on the recommended list for the first time this year.

61 B X3 Agronomist A. L. Lang shows the great contrast in wheat that has received complete fertility treatment and wheat that has received no phosphorus.

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

June 1961, No. 45

Please send me the items circled below:

Bulletins: 670; 671

Circular 832

Agricultural Economics: AE-3661

Congress on the Farm: 24; 25

Farm Management Facts and Opinions: 230; 231

Economics for Agriculture: PO 1a; PO 2a; PO 4; TA 9

Agronomy: AG-1833; AG-1870

Agronomy News: 176; 177; 178

Agronomy Facts: F-29

Animal Science: Timely Topics; RFAS-10

Photos: 61 B 73, 61 B 76-11, 61 B 77, 61 A 25, 61 B-X1, 61 B X2, 61 B X3

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NEWS FOR FARM PAPER EDITORS

VERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

September 1961, No. 47

Events Coming Up...

AGRONOMY FIELD MEETINGS are scheduled as follows: Aledo, September 1; Brownstown, September 5; Hartsburg, September 6; Newton, September 6; Carthage, September 7; Clayton, September 8; Toledo, September 8; Oblong, September 11; Enfield, September 11; Carlinville, September 13; Dixon, September 13; Elwood, September 14; and Ewing, September 14. All meetings begin at 1:30 p.m. except Brownstown, which begins at 9:30 a.m.

ALL-INDUSTRY POULTRY DAY, September 11, in the Law Building Auditorium features reports on fishmeal in relation to corn-soybean meal diets, respiratory diseases, dead bird disposal, calcium needs of laying hens, epidemic tremors, and processing and disposing of poultry manure.

ILLINOIS SOCIETY OF PROFESSIONAL FARM MANAGERS AND RURAL APPRAISERS have scheduled their annual fall tour on the University campus on September 20. Tour highlights include establishing legumes with chemicals and no nurse crop; growing corn with less moisture; effects of high-nitrogen corn fertilization on vitamin A deficiency in beef cattle; the new disease-free swine farm; lagoon disposal of swine manure; controlling heat periods in sows; and the Morrow Plots.

Special Events at Urbana, more details later:

FARM STRUCTURES DAY, November 16

ILLINOIS SHEEP DAY, December 8

ILLINOIS CUSTOM SPRAY OPERATORS SCHOOL, January 24-25, 1962

AGRICULTURAL INDUSTRIES FORUM, January 30-31, 1962

ILLINOIS SWINE GROWERS DAY, March 13, 1962

ILLINOIS CATTLE FEEDERS DAY, April 13, 1962

Research in Progress...

Synchronized Breeding of Farm Animals. Last year we reported that Philip Dziuk and his colleagues were using hormones to control the time of breeding in farm animals. Preliminary results with mice and hogs were so encouraging that they are now testing hogs on several selected Illinois farms this year. The Dixon Springs Experiment Station also tested synchronized breeding in a small flock of ewes last winter. Results were so successful that they will test a much larger flock this fall.

Flooring for Hogs. Swine men are testing various types of flooring for hogs. In the latest test they compared pigs on concrete slats, wood (fir) slats, and quarry screen. The quarry screen proved unsatisfactory as pigs became heavier. They were reluctant to move around and eat, and therefore gains dropped. Pigs on the concrete and wood slats gained equally well and are now being compared with pigs on solid green oak flooring.

High-Population Corn for Silage. Dairy scientists are in their second year of work with high-population corn and will soon be harvesting both dwarf and regular corn planted at 160,000 plants per acre. Last year thickly planted regular corn made more than 60 tons of forage per acre. Workers at Dixon Springs Experiment Station are also planting corn thickly for silage and then running feeding tests on it.

Photographs...

61 C X-1 Dairy scientist Bill Rubener checks the U. of I. artificial rumen during a test feed run.

61 C X-2 Agricultural engineer John Pinkerton pictured with an experimental quick dryer designed to dry wet corn in about two minutes.

61 C X-3 A series of three photos depicting flooring research under way at the University's swine farm.

New Publications...

Circular 834: Home Heating With Electricity. By H. H. Beaty. 16 pages.

AGRICULTURAL ECONOMICS

Vol. 1, No. 2: ILLINOIS AGRICULTURAL ECONOMICS. (A semiannual publication carrying articles reporting studies in the Department of Agricultural Economics. If you are on the mailing list, you should already have received a copy.)

AERR 44: Landlord and Tenant Shares, 1960. By Franklin J. Reiss. 8 pages.

AE-3678: Wheat Facts for Illinois Farmers. L. F. Stice. 8 pages.

Farm Management Facts and Opinions

234 Effects of Commercial Fertilizer Use on Crop Selection on Cash-Grain Farms in Illinois. M. F. Jordan and C. B. Baker.

235 Second-Hand Machinery: A Few Facts and Many Opinions. R. B. Schwart.

Economics for Agriculture

TA-10 Capital Purchases by Tenant and Landlord, 1951-60. F. J. Reiss.

TA-11 Net Rents and Tenant Returns, 1960. F. J. Reiss.

MKTG-20 United States Imports of Meats. M. B. Kirtley.

MKTG-24 Marketing Orders and Agreements - Their Economic Implications. George K. Brinegar.

MKTG-25 The Hard Wheat - Soft Wheat Dilemma. L. F. Stice.

MKTG-27 The Law on Marketing Agreements and Orders. N. G. P. Krausz.

FM-9a How Corn-Moisture Discounts and Shrinkage Affect Drying Decisions. Velmar W. Davis.

FM18 Profits in Cattle Feeding. Earl R. Swanson.

RL-7 Changes in Rural Population Centers in Illinois, 1950-60. W. W. Riffe and C. L. Folse.

AGRONOMY

AG-1875 Use of Small-Seeded Legume and Grass Seed in Illinois: 1960 Survey. W. D. Pardee.

Agronomy News

182 Reliable Soil Tests Come Only From Good Samples.

183 Take a New Look at Your Liming Program.

184 Wheat Planting for 1962.

185 Timely Tips on Forage Management.

Agronomy Facts

SF-65 Soil Organic Matter. B. R. Sabey.

SF-66 Nitrogen Availability During Decomposition of Plant Residues. B. R. Sabey.

M-29 (Revised) Soil and Water Conservation District Operations and Relations. R. D. Walker.

AGRICULTURAL ENGINEERING TIPS

Soil & Water Conservation No. 7: Control of Muskrats in Farm Ponds.

ANIMAL SCIENCE

Monthly Poultry Suggestions: Chicken "Scratches." (A variety of information concerning chickens.) S. F. Ridlen.

Timely Topics: Limited Feeding of Bred Sows and Gilts Beneficial in Missouri Trials; Old "44" Paid Off. H. G. Russell.

ENTOMOLOGY

NHE-106 The Face Fly. (Information on description, habits, and control.)

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

September 1961, No. 47

Please send me the items circled below:

Circular 834

Agricultural Economics: Vol. 1, No. 2; AERR-44; AE-3678

Facts and Opinions: 234; 235

Economics for Agriculture: TA-10; TA-11; MKTG-20; MKTG-24; MKTG-25; MKTG-27; FM-9a; FM-18; RL-7

Agronomy: AG-1875

Agronomy News: 182; 183; 184; 185

Agronomy Facts: SF-65; SF-66; M-29 (Revised)

Agricultural Engineering: SWC-7

Animal Science: Monthly Poultry Suggestions; Timely Topics

Entomology: NHE-106

Photographs: 61 C X-1; 61 C X-2; 61 C X-3

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NEWS FOR FARM PAPER EDITORS

IVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

October 1961, No. 48

Events Coming Up...

MILK CONCENTRATES SYMPOSIUM, October 18-19, in the Law Building auditorium will feature discussion by dairy technologists and industry representatives on production and properties of dry whole milk foams; off-flavors in concentrated and dry milks containing fat and in nonfat dry milk; physical and chemical stability of sterile concentrated milk and concentrated and dry milks; evaluating heat treatment of low-heat nonfat dry milk; and physical-chemical stability of frozen whole and concentrated milks.

FARM STRUCTURES DAY, November 16, will feature reports on research with new concrete rigid frames, practical application of tilt-up concrete construction on the farm, slatted floors for farm housing, review of lumber rigid frames and long-span wood trusses. Program begins at 9:00 a.m. in 135 Animal Sciences Laboratory.

Other special events at Urbana--more details later:

ILLINOIS SHEEP DAY, December 8
ILLINOIS CUSTOM SPRAY OPERATORS SCHOOL, January 24-25, 1962
AGRICULTURAL INDUSTRIES FORUM, January 30-31, 1962
ILLINOIS SWINE GROWERS DAY, March 13, 1962
ILLINOIS CATTLE FEEDERS DAY, April 13, 1962

Research in Progress...

Adjustments in Hog and Beef Production--A survey of 100 farm operators in north-central and western Illinois will be made this winter as part of a north-central regional study. The study will cover farm size, type, tenure, labor force, machinery and equipment, land use, fertilizer use, forage handling, buildings, major livestock enterprises, capital situation and land sales observed by these operators.

Haylage and high-moisture corn for cattle--Cattle-feeding research this winter will center on six different lots of cattle comparing (1) a conventional dry shelled corn supplement and hay with (2) rolled wet shelled corn full fed with supplement and hay; (3) rolled wet shelled corn, supplement, and haylage free choice; (4) rolled wet shelled corn, no supplement, and haylage free choice; (5) varying amounts of wet corn controlled on the basis of body weight, no supplement, and haylage free choice; and (6) controlled amounts of wet corn according to body weight, controlled supplement, and haylage free choice. After the $5\frac{1}{2}$-month feeding period, extensive carcass analysis will be made.

Oriented corn--Agronomists are cooperating with a commercial farmer in planting oriented corn. The farmer has applied for a patent on an attachment to plant corn by placing the kernels in the soil all in the same direction. The object is to allow more sunlight to strike the leaves when corn is planted this way. The agronomists are comparing yields of conventionally planted corn and oriented corn. Yield results will be released this winter.

Limited feeding for finishing pigs. Swine research workers are testing the performance of finishing pigs between 100 and 200 pounds on a full feed, 70 percent of full feed and five pounds of feed per day. Two different levels of protein--12 and 16 percent--are being fed to different lots. Some pigs are being fed individually. In another test, automated feeders that provide four and eight feedings a day are being used.

Narrow pens for farrowing. Pens 4 feet by 11 feet are being tested without use of farrowing stall or guard rails. The sows go into the pens just before farrowing and remain there until the pigs are two to three weeks old. Latest tests are planned for use of wood slatted floors in these pens.

Limited feeding and frequency of feeding for growing and finishing pigs. Pigs weighing 50 pounds are going on test with varying amounts of feed; on one-, two-, and three-times-a-day feeding; and with soaked and dry feed.

New Publications:

"Food for Survival"--Address given by Dean Louis B. Howard at the 22nd Annual Starch Roundtable. He points out that surplus grain is valueless in time of emergency without the capacity to process it into food and distribute it to consumers.

AGRICULTURAL ECONOMICS

AE-1878 Soybean and Products for the 1961 Crop. T. A. Hieronymus. 7 pages.

AERR-46 Analysis of House Report No. 2231 on Small Business Problems in the Dairy Industry. R. W. Bartlett. 7 pages.

Farm Management Facts and Opinions No. 237: Your Farm and the 1962 Wheat Program. W. N. Thompson.

AGRONOMY

Agronomy News:

187 Using Phosphorus for Illinois Crops.

188 Many Illinois Soils Need Potassium.

AGRICULTURAL ENGINEERING

Soil and Water Conservation 8: Controlling Algae in Farm Ponds. P. A. Boving.

Illinois Farmers' Feeding Installations. (A variety of information and drawings of various feeding plans).

B-676 10-Year Paint Tests on Weathered Galvanized Roofing. A. J. Muehling and J. O. Curtis. 27 pages.

ANIMAL SCIENCE AND VETERINARY MEDICINE

Timely Topics: Progress of Hog Cholera Eradication; Infertility; Nutrition; Braxy-Like Disease Diagnosed. J. R. Pickard and J. K. Winkler.

Does Previous Stilbestrol Implanting Hurt Feedlot Performance? How Much Vitamin A for Cattle? G. R. Carlisle.

PHOTOS AVAILABLE

61 B 157 Air conditioning for hogs.

61 A 59 Agricultural engineers inspect concrete slats to be used for research in swine finishing house.

60 B X1 Paul Bateman, U. of I. agricultural engineer, demonstrates use of harvest corn loss indicator.

FARM EDITOR'S ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

October 1961, No. 48

Please send me the items circled below:

Food for Survival

AE-1878 AERR-46

Farm Management Facts and Opinions 237

Agronomy News 187 188

Agricultural Engineering: SWC-8 B-676

Timely Topics: Progress of Hog Cholera Eradication

Does Previous Stilbestrol Implanting Hurt Feedlot Performance?

Photos: 61 B 157 61 A 59 60 B X1

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NEWS FOR FARM PAPER EDITORS

VERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

November 1961, No. 49

Events Coming Up...

NATIONAL SWINE INDUSTRY CONFERENCE, November 9-10, at the Statler-Hilton Hotel, St. Louis, brings together all segments of the swine industry discussing ways to improve demand for pork, breeding and reproduction, artificial insemination, hog cholera eradication, marketing trends, disease prevention, feeder pig production, and equipment and manure handling.

FARM STRUCTURES DAY, November 16, features reports on experimental precast concrete buildings, slatted floors for livestock shelters, long-span wood construction, lumber rigid frames, coated fiberboard lining for wet corn storage, and other applications of concrete to livestock buildings. The program is slanted toward lumber and building dealers, but all interested persons are invited.

ILLINOIS SHEEP DAY, December 8, will feature reports on research with hormones to synchronize breeding dates, artificial insemination, and feeding of nitrates, Vitamin E, Vitamin A, and compounds affecting the functioning of the thyroid. An outstanding lamb feeder and flock owner will also report their experiences.

Other Special Events at Urbana-Champaign--more details later:

ILLINOIS CUSTOM SPRAY OPERATORS SCHOOL, January 24-25.
AGRICULTURAL INDUSTRIES FORUM, January 30-31.
ILLINOIS SOCIETY OF PROFESSIONAL FARM MANAGERS AND RURAL APPRAISERS ANNUAL MEETING, February 1-2.
ILLINOIS SWINE GROWERS DAY, March 13.
ILLINOIS CATTLE FEEDERS DAY, April 13.

Research in Progress...

Farm Adjustments--Agricultural economists have taken data from farm records kept in central Illinois for the years 1951-52 and 1958-59. Changes have been observed over the nine-year period to identify adjustments made by grain farmers.

Man labor and tractor requirements to produce grain crops--Farm management research workers are comparing the man labor and tractor hours used to produce grain crops in 1947-48 with 1959-60. Detailed cost records kept by central Illinois farmers in cooperation with the University are being used in this analysis.

Alternative systems in harvesting, storing, and feeding corn--Agricultural economists are comparing various systems of harvesting, storing, and feeding high-moisture shelled and ear corn to determine the conditions necessary to justify field shelling, drying, and storing shelled corn. They also want to estimate the most practical combination of equipment and structures for this operation. Reports are now in preparation.

Farmers' experiences with selected hog-producing systems--Agricultural economists are comparing costs of producing hogs under multiple farrowing, feeding in confinement and on pasture, and with free-choice and complete ground mixed rations A report is now being prepared and will be available about January 1.

Why farmers leave farming--An analysis of the characteristics of farmers who leave farming, their reasons for leaving, and adjustment problems they encounter is now under way. Personal interviews were held with 200 central and northern Illinois farmers during the winter of 1960-61. A report of the findings is expected in late winter or early spring.

Effects of the Conservation Reserve Program on resource use and output--Agricultural economists have studied the effects of the Soil Bank Conservation Reserve program on farms in two Illinois counties. Findings are now being summarized.

Acceptance of recommended dairy practices--Dairy scientists have surveyed 60 central and northern Illinois dairy farmers to determine the extent of acceptance of recommended practices. A summary of findings is now being prepared.

New Publications...

AGRICULTURAL ECONOMICS

Bulletin 674 Structure of the Soybean Oil Export Market. Eric R. Berg. 92 pages.

AE-3662 Proceedings of the Third Agricultural Industries Forum (Poultry and Egg Marketing Sessions). 60 pages.

Bulletin 675 Floricultural Sales in Mass Market Outlets. R. A. Kelly. 43 pages.

Economics for Agriculture

FM-19 Fitting Livestock to the Farm--An Illustration. J. H. Herbst. 4 pages.

Farm Management Facts and Opinions

238 Tenant-Landlord Cost of Field-Shelling, Drying, and Storing Corn. V. W. Davis.

239 Field Losses Affect Choice of Corn Harvesting Method. V. W. Davis.

AGRONOMY

Bulletin 672 The Oat Plant: Its Histology and Development. O. T. Bonnett. 112 pages.

AG-1777 Nitrogen for Corn (A summary of results in Illinois experiment fields, 1943-1960). L. B. Miller and A. L. Lang. 14 pages.

Circular 765 (Revised) Potassium, When to Use It, Where to Use It, and How to Use It on Illinois Soils. Samuel R. Aldrich. 10 pages.

Circular 721 (Revised) When, Where, and How to Apply Limestone for More Profitable Farming. Samuel R. Aldrich. 8 pages.

Agronomy Facts

W-16 Controlling Specific Weeds. E. L. Knake and F. W. Slife. 4 pages.

Agronomy News

189 Index to Agronomy News Nos. 100 to 187.

190 Fall Application of Fertilizer.

191 Make the Most of Your 1961 Corn Crop.

AGRICULTURAL ENGINEERING

AEng-849 Farrow-to-Finish Swine Buildings. D. G. Jedele. 7 pages.

Agricultural Engineering Tips

SWC-9 Irrigation. Peter A. Boving.

ANIMAL SCIENCE

October Letter to Illinois Lamb Feeders. E. E. Hatfield. 3 pages.

Monthly Poultry Suggestions: All-Industry Poultry Day, 1961. S. F. Ridlen.

Timely Topics: Commercial Laboratory--Place to Get Feed Tests, and Use Three Additives in Winter Cattle-Feeding Programs.

VETERINARY MEDICINE

Veterinary Timely Topics: The New Veterinary Medicine and Surgery Practice Act for Illinois. H. W. Hannah.

FORESTRY

Forestry Note No. 93. Preservative Treatment of Fence Posts by Cold Soaking in Pentachlorophenol—Fuel-Oil Soutions. C. S. Walters and K. R. Peterson. 4 pages.

Forestry Note No. 94. Preservative Treatment of Fence Posts With Toxic Solutions. C. S. Walters and K. R. Peterson. 4 pages.

HOME ECONOMICS

Circular 835 Better Washdays...Detergents and Laundering Procedures. Ruth L. Galbraith. 12 pages.

Circular 836 Freezing Cooked and Prepared Foods. Royene F. Owen, Jean T. Chase, Barbara H. McGrath, and Frances O. Van Duyne. 32 pages.

Photos Available...

61-B-170-12 U. of I. agronomists harvest the Morrow Plots. In 1961 all plots were in corn--an occurrence in one year out of six.

61-B-163 Research with thick planted of corn at the University of Illinois. Photo shows dwarf corn standing while regular corn lodged badly.

61-A-71 Animal geneticist Dr. Ben Rasmusen takes blood sample as part of his study of blood types.

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

November 1961, No. 49

Please send me the items circled below:

AGRICULTURAL ECONOMICS: Bulletin 674, 675, AE-3662 FM-19

Farm Management Facts and Opinions 238 239

AGRONOMY: Bulletin 672 AG-177 Circular 765 721

Agronomy Facts W-16

Agronomy News 189 190 191

AGRICULTURAL ENGINEERING: AEng-849 SWC-9

ANIMAL SCIENCE: Lamb Feeders Letter Monthly Poultry Suggestions Timely Topics

VETERINARY MEDICINE: Timely Topics

HOME ECONOMICS: Circular 835 836

PHOTOS: 61B-170-12 61-A-71 61B-163

FORESTRY Note 93 94

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NEWS FOR FARM PAPER EDITORS

VERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

December 1961, No. 50

Events Coming Up...

ILLINOIS TURFGRASS CONFERENCE, December 4-5, will include discussions on new techniques in turfgrass maintenance, soil analysis, seeding studies and renovation. The conference is designed for professional workers, but all interested persons are invited.

ILLINOIS SHEEP DAY, December 8, will feature open house at the sheep farm, discussion of latest research and management problems and a report from a sheep flock owner and lamb feeder on their successful experiences.

ILLINOIS FERTILIZER INDUSTRY CONFERENCE, January 16-17, at the Champaign Country Club has been planned for manufacturers, company agronomists, state and area fieldmen and other direct company representatives. Topics include new soil test reports, new soil fertility publications, trace-element research, effects of government programs on 1962 crops, research in high plant population in corn and effects of fertilizer on corn other than yield.

ILLINOIS CUSTOM SPRAY OPERATORS' SCHOOL, January 23-25, in the Illini Union. The January 23 sessions deal with business management. Meetings of the aerial applicators and ground operators associations are also scheduled. On January 24 and 25, sessions include discussions on herbicide residues, preemergence chemicals, wild onion and garlic control, flame cultivation, stalk and root rots, face flies, poison ivy control, root worm, 2,4-D rates and application timing, granular application, acquatic weed control, the Illinois 2,4-D law, weed control in tree plantings, 1962 weed control recommendations for corn and soybeans, weed and insect control in turfgrass, barnfly control, recent developments in soil insecticide use, weed control on idle acres and granular vs. liquid preemergence chemicals.

AGRICULTURAL INDUSTRIES FORUM, January 30-31, at Garner House features general sessions on attracting industry to the local community, future prospects for Illinois communities, occupational opportunities, education for work in agricultural industries and a scientist's views of Russia. Special sessions are also scheduled on marketing of grain, livestock, poultry and eggs, dairy products, and farm supplies feed, fertilizer, buildings and machinery. Several discussions are scheduled on how government programs will affect marketing and future business operations. Complete programs will be mailed in late December.

Other Special Events at Urbana-Champaign--more details later:

ILLINOIS NUTRITION CONFERENCE, January 31 - February 1

ILLINOIS SOCIETY OF PROFESSIONAL FARM MANAGERS AND RURAL APPRAISERS ANNUAL MEETING, February 1-2

ILLINOIS SWINE GROWERS DAY, March 13

ILLINOIS CATTLE FEEDERS DAY, April 13

Research in Progress...

Low-Income Regions--Agricultural economists are planning to study the factors that have produced differing rates of economic growth in Illinois, identify the areas in which serious problems of economic underdevelopment prevail and describe the underdeveloped areas according to certain economic and social differences.

Lambs in Cornfields--Animal scientists are rounding out a study to see whether corn yields are affected when lambs are turned in to the fields in late summer to graze the lower leaves and fence rows.

Wintering Ewes--Observations are being made of various feeding and management methods for wintering ewe flocks.

Vitamin A in Feeder Lambs--A group of fed lambs have been slaughtered, and samples are now being analyzed to study the effects of various rations on Vitamin A content of the liver.

New Crib Lining--University of Illinois agricultural engineers are continuing their research on a new moisture-proof, air-tight liner material that shows promise for storing high-moisture corn safely in existing corn cribs and bins. The new liner is a heavy waterproof fiberboard coated on each side with a layer of polyethylene film and aluminum foil. On October 5 and 6, researchers lined four small wood cribs with the coated fiberboard and filled them with shelled corn containing 30 percent moisture. Tests will be made on the cribs during the next several months.

Feeding Value of Thick Planted Corn-- University of Illinois dairy scientists will conduct feeding trials this winter to study the feeding value of thick-planted dwarf and regular corn. In field tests last summer, regular corn planted at 150,000 plants per acre lodged badly. Dwarf corn planted at the same high rate was still standing well when researchers harvested the corn in late September.

Chemical Treatment for High Moisture Grain--University of Illinois agricultural engineers have treated two high-moisture corn storage bins with sodium bisulfite in an attempt to prevent mold and fermentation during storage. Sodium bisulfite is a dry crystalline powder which in the presence of moist air releases mold-stopping sulfur dioxide gas. Researchers say further study of the chemical treatment is needed before definite recommendations can be made for use on the farm. However, they believe it may be possible to hold wet grain treated with sodium bisulfite in open-top bins for as long as three to five months.

New Publications...

AGRICULTURAL ECONOMICS

Bulletin 677 Farm Lease Practices in East-Central Illinois. Franklin J. Reiss. 56 pages.

AE-3349 Farm Management Manual. (Budgeting information for use in planning the farm business). R. A. Hinton. 17 pages.

AE-3691 Farm Price and Income Support Programs. L. H. Simerl. 14 pages.

AE-3692 The Illinois Tax System. N. G. P. Krausz. 19 pages.

AE-3686 The 1960 Report on the Test Demonstration Farm Program in Illinois. (A report on demonstration farms in three areas of the state). F. M. Sims and J. B. Cunningham. 10 pages.

AE Bulletin 1 Technical Production of Milk Concentrates (papers in dairy marketing presented at the Agricultural Industries Forums, 1960 and 1961). 56 pages.

AE Bulletin 2 Coming Competition of Milk Concentrates (papers in dairy marketing presented at the Agricultural Industries Forums, 1960 and 1961). 61 pages.

AE Bulletin 3 Increasing Efficiency of Milk Distribution (papers in dairy marketing presented at the Agricultural Industries Forums, 1960 and 1961). 69 pages.

AE-3702 A Review of Federal Legislation Concerning Extension Services and the Rural Areas Development Program. A. R. Allen. 12 pages.

Congress on the Farm

27 The New Social Security. N. G. P. Krausz. 2 pages

28 Government-Sponsored Agricultural Credit. A. R. Allen. 2 pages.

29 Government-Sponsored Agricultural Credit. A. R. Allen. 2 pages.

ECONOMICS FOR AGRICULTURE

MKTG 26 Marketing Agreements and Orders--Fruits and Vegetables. R. A. Kelly. 7 pages.

MKTG 28 Variations Among Areas of Illinois in Changes in Livestock Numbers. R. J. Mutti and P. A. Gill. 4 pages.

Farm Management Facts and Opinions

240 Farm Tours Confirm High-Profit Formula. D. F. Wilken. 2 pages.

241 Some Tenure Facts About Illinois Farmers. F. J. Reiss

AGRICULTURAL ENGINEERING

Circular 839 Calibrating and Adjusting Granular Row Applicators. Wendell Bowers. 8 pages.

Circular 837 Calibrating and Maintaining Spray Equipmemt. B. J. Butler and Wendell Bowers. 20 pages.

IHR- 58 Current Trends in Equipment for Roadside Cover Establishment and Maintenance. B. J. Butler and R. R. Yoerger. 58 pages.

Agricultural Engineering Tips

SWC 10 Farm Drain Tile Quantity. P. A. Boving. 2 pages

FB 20 Side-Door Openings in Lumber Rigid Frame Buildings. (Revised). J. O. Curtis. 2 pages.

AGRONOMY

Agronomy Facts:

W-17 Mixing Farm Chemicals. E. L. Knake. 2 pages.

Agronomy News:

191 Illinois Oat Variety Trials, 1961. 2 pages.

193 Beware of Unadapted Clover Seed. 2 pages

ANIMAL SCIENCE

Timely Topics for Farm Advisers: Suggestions for Self-Feeding Protein in Cornfields; Don't Let Brood Sows Eat Too Much Corn.

Monthly Poultry Suggestions: Processing and Disposing of Poultry Manure. S. F. Ridlen. 2 pages.

Feeding 10 Stilbestrol for Dairy Cattle. L. R. Fryman.

Management 15 Relation of Milk Production to Feed Costs and Returns. L. R. Fryman. 2 pages.

Livestock Management Letter: Square Feet per Hog in Confinement Feeding; Feeding Hygromycin to Brood Sows; Implanting Stilbestrol in Nursing Steer Calves. H. G. Russell.

ENTOMOLOGY

NHE-107 Fleas. 3 pages.

FORESTRY

Note No. 95. Site Quality Curves for Plantation-Grown Shortleaf Pine in Southern Illinois. A. R. Gilmore and G. E. Metcalf. 2 pages.

Note No. 96. The 1961 Forest Insect Situation in Illinois. R. G. Rennels. 7 pages.

Note No. 97. Site Quality Curves for Plantation-Grown Shortleaf Pine in Southern Illinois. A. R. Gilmore and G. E. Metcalf. 2 pages.

HOME ECONOMICS

Circular 838 The Principles of Fitting. Esther Siemen. 20 pages.

VETERINARY MEDICINE

VM 1 Insecticides Recommended for Use Against External Parasites of Cattle, 1961. N. D. Levine. 6 pages.

VM 2 Insecticides Recommended for Use Against External Parasites of Sheep and Goats, 1961. N. D. Levine. 4 pages.

VM 3 Insecticides Recommended for Use Against External Parasites of Swine, 1961. N. D. Levine. 2 pages.

VM 4 Insecticides Recommended for Use Against External Parasites of Poultry, 1961. N. D. Levine. 3 pages.

VM 5 Controls of House Flies and Stable Flies--1961 Recommendations. N. D. Levine. 2 pages.

VM 6 Control of Chiggers and Ticks on Infested Land--1961 Recommendations. N. D. Levine. 2 pages.

VL 2 Summary of Illinois Laws Applicable to Hog Cholera. H. W. Hannah. 3 pages

VL 3 The New Illinois Feeder Swine Laws. H. W. Hannah. 4 pages.

PHOTOS AVAILABLE

61B-179-12 Bennie Doane, University of Illinois sheep farm manager, displays complete pellet ration used in feeder lamb experiment; lambs on feed in background.

61B-179-7 Doane pours alfalfa pellets into self-feeder for ewes on wintering tests.

61B-179-2,6 Three Hampshire rams, side and rear views. One ram sired lambs with significantly larger loin eyes than all others.

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

December 1961, No. 50

Please send me the items circled below:

AGRICULTURAL ECONOMICS: Bulletin 677, AE-3349, AE-3691, AE-3692, AE-3686, AE-3702, AE-Bulletin 1, AE-Bulletin 2, AE-Bulletin 3

Congress on the Farm 27, 28, 29

Economics for Agriculture MKTG-26, MKTG-28

Farm Management Facts and Opinions 240, 241

AGRICULTURAL ENGINEERING Circular 839, 837, IHR-58, SWC-10, FB-20

Agronomy Facts W-17

Agronomy News 191, 193

ANIMAL SCIENCE Monthly Poultry Suggestions, Timely Topics, L. S. Mgt. letter

Dairy Digest Feeding 10, Management 15

ENTOMOLOGY NHE-107

FORESTRY Notes 95, 96, 97

VETERINARY MEDICINE V-M1, VM-2, VM-3, VM-4, VM-5, VM-6, VL-2, V1-3

Photos 61B-179-12, 61B-179-7, 61B-179-2,6

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Remarks _____

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

December, 1960 - January, 1961

December 5-8	American Society of Agronomy Meeting. Morrison Hotel, Chicago.
December 8	Feeder Pig Sale. Benton. 12:30 p.m.
December 10	Illinois Purebred Sheep Breeders Association Bred Ewe Sale. Stock Pavilion, University of Illinois, Urbana. 1:00 p.m.
December 12	Southern Illinois Small Fruit and Vegetable Growers Association Bean and Squash Meeting. Dongola.
December 13-15	Electrical Controls Workshop. Agricultural Engineering Building, University of Illinois, Urbana. 12:00 noon.
December 14-15	National Swine Growers Council Annual Meeting. Jefferson Hotel, Peoria. 9:30 a.m.
January 4-6	National Turkey Federation Convention. Conrad Hilton Hotel, Chicago.
January 4-6	Illinois Canners School. Urbana-Lincoln Motor Inn, Urbana. 1:00 p.m.
January 9	Southern Illinois Small Fruit and Vegetable Growers Association Cucumber Meeting. Anna.
January 14	Illinois Swine Herd Improvement Association Annual Meeting. Jefferson Hotel, Peoria. 9:30 a.m.
January 19	Dairy Day. Auditorium, Veterinary Medicine Building, University of Illinois, Urbana. Program begins at 10:30 a.m.
January 20-21	Illinois Christmas Tree Growers Association Winter Meeting. Allerton Park, University of Illinois, Urbana.
January 23	Dairy Day. Farm Bureau Auditorium, Galesburg. 10:30 a.m.
January 24	Dairy Day. Farm Bureau Auditorium, Pittsfield. 10:30 a.m.
January 24	Agricultural Spraying Association Meeting. 209 Illini Union, University of Illinois, Urbana. 3:30 p.m.
January 24	Illinois Aerial Applicators Association Meeting. 211 Illini Union, University of Illinois, Urbana. 3:30 p.m.

January 24	Crop Performance Day. Illini Union Ballroom, University of Illinois, Urbana. 9:30 a.m.
January 25	Dairy Day. Weinheimer Building, Highland. 10:30 a.m.
January 25-26	Custom Spray Operators Training School. Illini Union Ballroom, University of Illinois, Urbana. Program begins at 9:45 a.m.
January 26	Dairy Day. Logan School Gym., Marion. 10:30 a.m.
January 27	Dairy Day. Methodist Church, Effingham. 10:30 a.m.
January 30 - February 1	Thirty-First Annual Rural Pastors and Lay Leaders Short Course. Registration at 5:30 p.m. at University YMCA (Latzer Hall), 1001 S. Wright Street, Champaign. Tuesday and Wednesday sessions at Illini Union, University of Illinois, Urbana.
January 31 - February 1	Agricultural Industries Forum. University of Illinois, Urbana. Registration at 8:30 a.m. in Garner House.

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

January - February, 1961

January 4-6	National Turkey Federation Convention. Conrad Hilton Hotel, Chicago.
January 4-6	Illinois Canners School. Urbana-Lincoln Motor Inn, Urbana. 1:00 p.m.
January 9	Southern Illinois Small Fruit and Vegetable Growers Association Cucumber Meeting. Anna.
January 14	Illinois Swine Herd Improvement Association Annual Meeting. Jefferson Hotel, Peoria. 9:30 a.m.
January 19	Dairy Day. Auditorium, Veterinary Medicine Building, University of Illinois, Urbana. 10:30 a.m.
January 20-21	Illinois Christmas Tree Growers Association Winter Meeting. Allerton Park, University of Illinois, Urbana.
January 23	Dairy Day. Farm Bureau Auditorium, Galesburg. 10:30 a.m.
January 24	Dairy Day. Farm Bureau Auditorium, Pittsfield. 10:30 a.m.
January 24	Agricultural Spraying Association Meeting. 209 Illini Union, University of Illinois, Urbana. 3:30 p.m.
January 24	Illinois Aerial Applicators Association Meeting. 211 Illini Union, University of Illinois, Urbana. 3:30 p.m.
January 24	Crop Performance Day. Illini Union Ballroom, University of Illinois, Urbana. 9:30 a.m.
January 25	Dairy Day. Weinheimer Building, Highland. 10:30 a.m.
January 25-26	Custom Spray Operators Training School. Illini Union Ballroom, University of Illinois, Urbana. 9:45 a.m.
January 26	Dairy Day. Logan School Gym., Marion. 10:30 a.m.
January 27	Dairy Day. Methodist Church, Effingham. 10:30 a.m.
January 30-February 1	Thirty-First Annual Rural Pastors and Lay Leaders Short Course. Registration at 5:30 p.m. at University YMCA (Latzer Hall), 1001 S. Wright Street, Champaign. Tuesday and Wednesday sessions at Illini Union, University of Illinois, Urbana.
January 31-February 1	Agricultural Industries Forum. University of Illinois, Urbana. Registration 8:30 a.m. in Garner House.

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From Extension Main Rural Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

January - February, 1964

January 4-6	Dairy Cattle Breeding Conference. Conrad Hilton Hotel, Chicago.
January 4-6	Illinois Farmers School. Urbana-Lincoln Motor Inn, Urbana. 1:00 p.m.
January 9	Southern Illinois Small Fruit and Vegetable Growers Association December Meeting. Anna.
January 14	Illinois Swine Herd Improvement Association Annual Meeting. Jefferson Hotel, Peoria. 9:30 a.m.
January 19	Dairy Day. Auditorium, Veterinary Medicine Building, University of Illinois, Urbana. 10:30 a.m.
January 20-21	Illinois Christmas Tree Growers Association Winter Meeting. Alfalfa Hall, University of Illinois, Urbana.
January 23	Dairy Day. Farm Bureau Auditorium, Galesburg. 10:30 a.m.
January 24	Dairy Day. Farm Bureau Auditorium, Pittsfield. 10:30 a.m.
January 24	Agricultural Spraying Association Meeting. 329 Illini Union, University of Illinois, Urbana. 2:30 p.m.
January 24	Illinois Aerial Applicators Association Meeting. 211 Illini Union, University of Illinois, Urbana. 3:30 p.m.
January 24	Crop Performance Day. Illini Union Ballroom, University of Illinois Urbana. 9:30 a.m.
January 25	Dairy Day. Weinheimer Building, Highland. 10:30 a.m.
January 25-26	Custom Spray Operators Training School. Illini Union Ballroom, University of Illinois, Urbana. 9:45 a.m.
January 26	Dairy Day. Logan School Gym, Merton. 10:30 a.m.
January 27	Dairy Day. Methodist Church, Bethany. 10:30 a.m.
January 30-February 1	Thirty-First Annual Rural Feeders and Dairy Feeders Short Course. Registration at 3:30 p.m. at University YMCA (Larson Hall), 1001 S. Wright Street, Champaign. Lectures and Wednesday sessions at Illini Union, University of Illinois, Urbana.
January 31-February 1	Agricultural Industries Forum. University of Illinois, Urbana. Registration 8:30 a.m. in Gamer Hall.

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January 31-February 1	Illinois Home Bureau Federation Meeting. University of Illinois, Urbana.
February 2	Illinois Fertilizer Industry Conference. Bevier Hall Auditorium, University of Illinois, Urbana. Registration at 9:30 p.m.
February 2-3	Illinois Nutrition Conference (Animal and Dairy). Clark House, University of Illinois, Urbana. 1:30 p.m.
February 2-3	Illinois Society of Professional Farm Managers and Rural Appraisers. 314 Illini Union, University of Illinois, Urbana. 1:00 p.m.
February 3-5	Rural Youth Winter Rally. University of Illinois, Urbana. Registration begins at 7:30 p.m. in Clark House.
February 6	Dairy Day. VFW Building, Dwight. 10:30 a.m.
February 6-10	Southern Illinois Cattle Feeder Days. Dixon Springs Experiment Station, Robbs.
February 6-March 17	Winter Short Course in Agriculture and Home Economics. Mumford Hall, University of Illinois, Urbana.
February 7	Dairy Day. Blue Moon Hall, Elgin. 10:30 a.m.
February 7	Southern Illinois Horticultural Society Meeting. Plant Industry Building, Southern Illinois University, Carbondale. 9:30 a.m. Small Fruit Meeting on strawberries. 7:30 p.m.
February 8	Dairy Day. Coliseum, Oregon. 10:30 a.m.
February 9	Central Illinois Horticultural Society Meeting. Adams county Shippers Association Building, Quincy. 9:30 a.m.
February 9	Dairy Day. High School Gym., Stockton. 10:30 a.m.
February 10	Dairy Day. 4-H Center, Amboy. 10:30 a.m.
February 20-22	Illinois State Veterinary Medicine Association Meeting. LaSalle Hotel, Chicago.
February 23	Illinois State Turkey Growers Association Annual Meeting. 135 Animal Sciences Laboratory, University of Illinois, Urbana. Registration begins at 9:00 a.m.
February 25	Purebred Dairy Cattle Calf Sale. Stock Pavilion, University of Illinois, Urbana. 11:00 a.m.
February 28	Northern Illinois Horticultural Society Meeting. Clark Hotel, Princeton. 9:30 a.m.

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January -
February 1 Illinois Corn Growers Federation Meeting. University of Illinois, Urbana.

February 2 Illinois Fertilizer Industry Conference. Illini Hall Auditorium, University of Illinois, Urbana. Registration at 9:30 a.m.

February 2-3 Illinois Municipal Conference (Dairy and Dairy). Illini House, University of Illinois, Urbana. At 9 a.m.

February 2-3 Illinois Society of Professional Farm Managers and Rural Appraisers 1 Illini Union, University of Illinois, Urbana. 1:00 p.m.

February 3-3 Rural Youth Winter Rally. University of Illinois, Urbana. Registration begins at 7:30 p.m. in Illini Union.

February 6 Dairy Day. VFW Building, Pekin. 10:30 a.m.

February 6-10 Southern Illinois Dairy Feeder Day. Union County Fairgrounds Pavilion, Jonesboro.

February 6-
March 14 Farmer Boys Course in Agriculture and Home Economics. Natural Hall, University of Illinois, Urbana.

February 7 Dairy Day. Pine Room Hall, Elgin. 10:30 a.m.

February 7 Southern Illinois Horticultural Society Meeting. Plant Industry Building, Southern Illinois University, Carbondale. 9:30 a.m. Small Fruit Growing or Strawberries. 7:30 p.m.

February 8 Dairy Day. Collinsville, Madison. 10:00 a.m.

February 9 Central Illinois Horticultural Society Meeting. Adams County Dairy Association Building, Quincy. 10:00 a.m.

February 9 Dairy Day. High School Gym, Stockton. 10:30 a.m.

February 10 Dairy Day. 4-H Center, Ashby. 10:30 a.m.

February 21-22 Illinois State Veterinary Medicine Association Meeting. Sheraton Chicago, Chicago.

February 23 Illinois State Turkey Growers Association Annual Meeting. 193 Animal Science Laboratory, University of Illinois, Urbana. Registration begins at 9:00 a.m.

February 25 Purebred Dairy Cattle Sale. Beach Pavilion, University of Illinois, Urbana. 12:00 a.m.

February 2 Morgan Illinois Horticultural Society Meeting. Illini Hotel, Jacksonville. 7:30 p.m.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

February - March, 1961

January 30-February 1	Thirty-First Annual Rural Pastors and Lay Leaders Short Course, Registration at 5:30 p.m. at University YMCA (Latzer Hall), 1001 S. Wright Street, Champaign. Tuesday and Wednesday sessions at Illini Union, University of Illinois, Urbana.
January 31-February 1	Agricultural Industries Forum. University of Illinois, Urbana. Registration at 8:30 a.m. in Garner House.
January 31-February 1	Illinois Home Bureau Federation Meeting. University of Illinois, Urbana. Registration at 10:00 a.m.
February 1-2	Illinois Nutrition Conference (Animal and Dairy). Clark House. University of Illinois, Urbana. 1:30 p.m. (Note correction of the February 2-3 date listed in the January Calendar.)
February 2	Illinois Fertilizer Industry Conference. Bevier Hall Auditorium, University of Illinois, Urbana. Registration at 9:30 a.m.
February 2-3	Illinois Society of Professional Farm Managers and Rural Appraisers. 314 Illini Union, University of Illinois, Urbana. 1:00 p.m.
February 3-5	Rural Youth Winter Rally. University of Illinois, Urbana. Registration begins at 7:30 p.m. in Clark House.
February 6	Dairy Day. VFW Building, Dwight. 10:30 a.m.
February 6-10	Southern Illinois Cattle Feeder Days. Dixon Springs Experiment Station, Robbs.
February 6-March 17	Winter Short Course in Agriculture and Home Economics. Mumford Hall, University of Illinois, Urbana.
February 7	Dairy Day. Blue Moon Hall, Elgin. 10:30 a.m.
February 7	Southern Illinois Horticultural Society Meeting. Plant Industry Building, Southern Illinois University, Carbondale. 9:30 a.m. Small Fruit Meeting on Strawberries. 7:30 p.m.
February 8	Dairy Day. Coliseum, Oregon. 10:30 a.m.
February 9	Central Illinois Horticultural Society Meeting. Adams County Shippers Association Building, Quincy. 9:30 a.m.
Feburary 9	Dairy Day. High School Gym., Stockton. 10:30 a.m.

ACCELERATED DATES - [illegible] FOR [illegible]

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February 24-
February [illegible]

[illegible] Conference, [illegible] Inter-[illegible] [illegible] [illegible] [

February 10	Dairy Day. 4-H Center, Amboy. 10:30 a.m.
February 15	Sheep Day, Dixon Springs Experiment Station, Robbs. 9:30 a.m.
February 20-22	Illinois State Veterinary Medicine Association Meeting. LaSalle Hotel, Chicago.
February 23	Illinois State Turkey Growers Association Annual Meeting. 135 Animal Sciences Laboratory, University of Illinois, Urbana. Registration begins at 9:00 a.m.
February 25	Purebred Dairy Cattle Calf Sale. Stock Pavilion, University of Illinois, Urbana. 11:00 a.m.
February 28	Northern Illinois Horticultural Society Meeting. Clark Hotel, Princeton. 9:30 a.m.
March 1	St. Louis Spring Barrow Show. National Stock Yards, St. Louis, Mo.
March 14	Farm Machinery Day. Law Building Auditorium, University of Illinois, Urbana. 10:00 a.m.
March 18	Northwestern Illinois 4-H-FFA Dairy Calf Sale. County Highway Building, Freeport. 12 noon.
March 28	Swine Day. University of Illinois, Urbana. 10:00 a.m.
March 29	Swine Day. Mt. Vernon. 10:00 a.m.
March 30	Swine Day. Carlinville. 10:00 a.m.
April 6-8	FARM AND HOME FESTIVAL, University of Illinois, Urbana.

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

March 1	St. Louis Spring Barrow Show. National Stock Yards, St. Louis, Mo.
March 14	Farm Machinery Day. Law Building Auditorium, University of Illinois, Urbana. 10:00 a.m.
March 18	Northwestern Illinois 4-H-FFA Dairy Calf Sale. County Highway Building, Freeport. 12 noon.
March 28	Swine Day. University Auditorium, University of Illinois, Urbana. 10:00 a.m.
March 29	Swine Day. High School, Mt. Vernon. 10:00 a.m.
March 30	Swine Day. High School, Carlinville. 10:00 a.m.
April 3	Swine Day. Scripps Park, Rushville. 10:00 a.m.
April 4	Swine Day. High School, Knoxville. 10:00 a.m.
April 5	Swine Day. 4-H Center, Amboy. 10:00 a.m.
April 6-8	FARM AND HOME FESTIVAL. University of Illinois, Urbana.
April 8	Agricultural Student Guest Day. University Auditorium, University of Illinois, Urbana. 9:00 a.m.
April 8	Home Economics Hospitality Day. Lincoln Hall, University of Illinois, Urbana. Registration 8:30-9:30 a.m.
April 8	4-H X-Tra Yield Banquet. Moose Home, Champaign. 11:45 a.m.
April 12-13	Illinois Bankers Agricultural Conference. Law Building Auditorium, University of Illinois, Urbana. Registration begins 9:00 a.m.
April 13	Benton Feeder Pig Sale. Benton. 12:30 p.m.
April 14	Southern Illinois 4-H Club Camp Spring Meeting. 4-H Camp, Lake West Frankfort. 9:30 a.m.
April 25-27	Electrical Controls Workshop. Agricultural Engineering Building, University of Illinois, Urbana. 12 noon.

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Frank Robinson Endowed Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

March 1	4-H. Junior Spring Barrow Show. Fairgrounds Stock Pavilion, Springfield, Illinois.
March 14	Farm Machinery Day. Law Building Auditorium, University of Illinois, Urbana. 10:00 a.m.
March 16	Northwestern Illinois 4-H-FFA Dairy Calf Sale. County Fairgrounds Building, Freeport. 12 noon.
March 20	Swine Day. University Auditorium, University of Illinois, Urbana. 10:00 a.m.
March 27	Swine Day. High School, Mt. Vernon. 10:00 a.m.
March 30	Swine Day. High School, Carbondale. 10:00 a.m.
April 3	Swine Day. Springer Park, Rockville. 10:00 a.m.
April 4	Swine Day. High School, Monticello. 10:00 a.m.
April 5	Swine Day. 4-H Center, Ashby. 10:00 a.m.
April 6-8	FARM AND HOME WEEKEND. University of Illinois, Urbana.
April 8	Agricultural Students Guest Day. University Auditorium, University of Illinois, Urbana. 9:00 a.m.
April 8	Farm Economics Hospitality Day. Illini Hall, University of Illinois, Urbana. Registration 8:30-9:30 a.m.
April 8	4-H Junior Field Report. Home Economics, Champaign. 11:45 a.m.
April 12-13	Illinois Rotary Agricultural Conference. Law Building Auditorium, University of Illinois, Urbana. Registration begins 8:00 a.m.
April 13	Purdue Feeder Pig Sale. Benton. 12:30 p.m.
April 14	Southern Illinois 4-H Club Camp Spring Meeting. 4-H Camp, Lake West Frankfort. 9:30 a.m.
April 25-27	Electrical Technology Workshop. Agricultural Engineering Building, University of Illinois, Urbana. 12 noon.

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3/27/61

rom Extension Editorial Office
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS
April - May, 1961

pril 3	Swine Day. Scripps Park, Rushville. 10:00 a.m.
pril 4	Swine Day. High School, Knoxville. 10:00 a.m.
pril 5	Swine Day. 4-H Center, Amboy. 10:00 a.m.
pril 6-8	FARM AND HOME FESTIVAL. University of Illinois, Urbana.
pril 8	Agriculture Student Guest Day. University Auditorium, University of Illinois, Urbana. 9:00 a.m.
pril 8	Home Economics Hospitality Day. Lincoln Hall, University of Illinois, Urbana. Registration, 8:30-9:30 a.m.
pril 8	4-H X-Tra Yield Banquet. Moose Home, Champaign. 11:45 a.m.
pril 12-13	Illinois Bankers Agricultural Conference. Law Building Auditorium, University of Illinois, Urbana. Registration begins 9:00 a.m.
pril 13	Benton Feeder Pig Sale. Benton. 12:30 p.m.
pril 14	Southern Illinois 4-H Club Camp Spring Meeting. 4-H Camp, Lack West Frankfort. 9:30 a.m.
pril 15	Northwestern District Horsemanship School. Monmouth.
pril 18	Electric Home Heating Symposium. Illini Union, University of Illinois, Urbana. Registration begins 8:15 a.m.
pril 22	Fitting and Showing School for 4-H and FFA. Coliseum, State Fair Grounds, Springfield. 10:00 a.m.
pril 25-27	Electrical Controls Workshop. Agricultural Engineering Building, University of Illinois, Urbana. 12 noon.
ay 8, 9, 10	Dixon Springs District Wool Pool. Dixon Springs Experiment Station, Robbs.
ay 13	FFA Awards Day. Mumford Hall, University of Illinois, Urbana. 10:00 a.m.
ay 15,16,17	Peoria Wool Pool. Exhibition Gardens, Peoria.
ay 15-19	Leisurecraft and Counseling Camp. 4-H Memorial Camp, Monticello. Registration 10-12:00.
ay 18	Benton Feeder Pig Sale. Benton. 12:30 p.m.
ay 18, 19	Illinois Technical Forestry Association Meeting. Paris. 1:00 p.m.
ay 19	Edwards County Area Feeder Pig Sale. Albion. 12:30 p.m.
ay 19	Eastern Illinois Veterinary Association Spring Clinic. College of Veterinary Medicine, University of Illinois, Urbana. 9 a.m.

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College of Agriculture
University of Illinois
Urbana, Illinois

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS
May - June 1961

May 8-10	Dixon Springs District Wool Pool. Dixon Springs Experiment Station, Robbs.
May 11	Calhoun and Jersey County Area Twilight Orchard Meeting. Nujent Schpanski Orchards, Grafton. 3:30 p.m.
May 13	FFA Awards Day. Mumford Hall, University of Illinois, Urbana. 10:00 a.m.
May 15-17	Peoria Wool Pool. Exhibition Gardens, Peoria.
May 15-19	Leisurecraft and Counseling Camp. 4-H Memorial Camp, Monticello. Registration, 10:00 a.m. to 12:00 noon.
May 18	Benton Feeder Pig Sale. Benton. 12:30 p.m.
May 18	Centralia Area Twilight Strawberry Meeting. Hartely's Patch, Irvington. 7:00 p.m.
May 18-19	Illinois Technical Forestry Association Meeting. Paris. 1:00 p.m.
May 19	Edwards County Area Feeder Pig Sale. Albion. 12:30 p.m.
May 19	Eastern Illinois Veterinary Association Spring Clinic. College of Veterinary Medicine, University of Illinois, Urbana. 9:00 a.m.
May 22-23	PCA Managers and Fieldmen's Conference. University of Illinois, Urbana.
May 25	St. Clair County Area Twilight Orchard Meeting. 3:30 p.m.
June 12	Brownstown Experiment Field Day Meeting. Brownstown. 9:30 p.m.
June 13	Ewing Experiment Field Day Meeting. Ewing. 1:30 p.m.
June 13-15	Illinois Home Bureau Federation and Organization Citizenship Conference. Allen Hall, University of Illinois, Urbana.
June 14	Newton Experiment Field Day Meeting. Newton. 1:30 p.m.
June 14	Raleigh Experiment Field Day Meeting. Raleigh. 1:30 p.m.
June 15	Toledo Experiment Field Day Meeting. Toledo. 1:30 p.m.
June 16	Enfield Experiment Field Day Meeting. Enfield. 1:30 p.m.
June 19	Carlinville Experiment Field Day Meeting. Carlinville. 1:30 p.m.

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Extension and Agricultural Extension Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EXTENSE CALENDAR FOR ILLINOIS
May - June 1954

May 8-10 — Illinois Garden Flower Show, Orchid Room, Illinois Building, Chicago.

May 11 — Fulton and Peoria County Area Dairy Cattle Breeding Association, Bushnell, Illinois. 8:00 p.m.

May 13 — Fulton Area Dairy Herd Improvement Association, Lewistown, Illinois. 10:00 a.m.

May 13-17 — Pomona Area Dairy Association Meeting, Pomona.

May 14-15 — Advertisement and Show Setting Class. 4-H Demonstration Judging Contest, Extension Office, 10:00 a.m. to 12:00 noon.

May 15 — Warren Feeder Pig Sales, Monmouth. 12:30 p.m.

May 15 — Cass County Area Dairy Herd Improvement Association Meeting, Virginia. 7:00 p.m.

May 17-20 — Illinois Farmers Institute Annual Meeting, Springfield.

May 19 — Kankakee County Area Feeder Pig Sale, Aroma. 12:00 p.m.

May 19 — Eastern Illinois Veterinary Association Spring Meeting, College of Veterinary Medicine, University of Illinois, Urbana. 9:00 a.m.

May 20-21 — 4H Managers and Middlemen's Conference, University of Illinois, Urbana.

May 25 — Pike County Area Feeding of Dairy Heifers. 1:30 p.m.

June 12 — Sangamon Breeding Stock Fall Pig Meeting, Springfield. 10:00 a.m.

June 12 — Spring Pasture Field Day Meeting, Mason. 1:30 p.m.

June 13-20 — Illinois Pork Producer Federation and Supplemental Conference, Illinois Building, Chicago.

June 15 — Marion Upper Leaf Field Day Meeting, Sandoval. 2:00 p.m.

June 16 — Raleigh Experiment Field Day Meeting, Raleigh. 1:30 p.m.

June 17 — Toledo Experiment Field Day Meeting, Toledo. 1:30 p.m.

June 18 — Dixon Experiment Field Day Meeting, Dixon. 2:00 p.m.

June 19 — Monmouth Experiment Field Day Meeting, Monmouth. 1:30 p.m.

June 20	Illinois Crop Improvement Association Annual Meeting and Conference. Urbana-Lincoln Motor Inn, Urbana. 1:00 p.m.
June 21	Illinois Seed Dealers and Illinois Crop Improvement Association Tour. Agronomy South Farm, University of Illinois, Urbana. 9:00 a.m.
June 21-23	State 4-H Club Week. University of Illinois, Urbana. Registration in the Ice Rink, 9:00 to 11:30 a.m.
June 22	State Vocational Agriculture Judging Contest. University of Illinois, Urbana. Registration in the Stock Pavilion at 10:00 a.m.
June 28	Agronomy Day. Agronomy South Farm, University of Illinois, Urbana. 9:30 a.m.
June 29	Benton Feeder Pig Sale. Benton. 12:30 p.m.
June 30	DeKalb Experiment Field Day Meeting. DeKalb. 1:30 p.m.

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June 20 — Illinois Grain Improvement Association Annual Meeting and Demonstration, Urbana-Champaign Water Ins., Urbana. 1:00 p.m.

June 21 — Illinois Seed Dealers and Illinois Crop Improvement Association Show. Illinois South Farm, Riverside, Illinois. 9:00 a.m.

June 21-22 — Phase 4-H Club Week. University of Illinois, Urbana. Registration in the Ice Chem, 9:00 to 11:30 a.m.

June 22 — State Vocational Agriculture Judging Contest. University of Illinois, Urbana. Registration in the Stock Pavilion at 10:00 a.m.

June 23 — Ignorant Day. Agronomy Farm, University of Illinois, Urbana. 8:30 a.m.

June 29 — Benton Feeder Pig Sale. Benton. 12:00 p.m.

June 30 — Pekin Experiment Field Day Meeting. Pekin. 1:30 p.m.

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS
June - July 1961

June 3	Tri-State Lamb Show. Evansville, Indiana.
June 12	Brownstown Experiment Field Day Meeting. Brownstown. 9:30 a.m.
June 13	Ewing Experiment Field Day Meeting. Ewing. 1:30 p.m.
June 13-15	Illinois Home Bureau Federation and Organization Citizenship Conference. Allen Hall, University of Illinois, Urbana.
June 14	Newton Experiment Field Day Meeting. Newton. 1:30 p.m.
June 14	Raleigh Experiment Field Day Meeting. Raleigh. 1:30 p.m.
June 15	Toledo Experiment Field Day Meeting. Toledo. 1:30 p.m.
June 16	Enfield Experiment Field Day Meeting. Enfield. 1:30 p.m.
June 19	Carlinville Experiment Field Day Meeting. Carlinville. 1:30 p.m.
June 20	Illinois Crop Improvement Association Annual Meeting and Conference. Urbana-Lincoln Motor Inn, Urbana. 1:30 p.m.
June 20	Summer Orchard Field Day Meeting. John Tanner Orchard, Spear. 9:30 a.m.
June 20	East St. Louis Area Vegetable Growers Twilight Meeting. Vegetable Growers Hall, Bunkum Road, Caseyville. 7:30 p.m.
June 21	Illinois Seed Dealers and Illinois Crop Improvement Association Tour. Agronomy South Farm, University of Illinois, Urbana. 9:00 a.m.
June 21	Southern Illinois Vegetable Growers Twilight Meeting. R. J. Baker Farm, about 3 miles west of Jonesboro on State Road 146. 7:00 p.m.
June 21-23	State 4-H Club Week. University of Illinois, Urbana. Registration in the Ice Rink, 9:00 to 11:30 a.m.
June 22	State Vocational Agriculture Judging Contest. University of Illinois, Urbana. Registration in the Stock Pavilion at 10:00 a.m.
June 22	North Cook County Area Vegetable Growers Twilight Meeting.
June 23	South Cook County Area Vegetable Growers Twilight Meeting. Richard Biesbore Farm, Glenwood.
June 25	Alert Breeders Clinic (Illinois Shorthorn Breeders Association). Stock Pavilion, University of Illinois, Urbana. 10:30 a.m.

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June 28	Agronomy Day. Agronomy South Farm, University of Illinois, Urbana. 9:30 a.m.
June 28-29	Farm Materials Handling Days. Exposition Gardens, Peoria.
June 29	Benton Feeder Pig Sale. Benton. 12:30 p.m.
June 30	DeKalb Experiment Field Day Meeting. DeKalb. 1:30 p.m.
July 6	State 4-H Judging Contest, Stock Pavilion, University of Illinois, Urbana. Registration starts at 9:30 a.m.
July 18	East St. Louis Area Vegetable Growers Twilight Meeting.
July 19	Southern Illinois Vegetable Growers Twilight Meeting.
July 20	Calhoun County Area Twilight Orchard Meeting. Norman McNelly Orchard, Hamburg. 7:30 p.m.
July 22	Tri-State Barrow Show. Evansville, Indiana.
July 24-29	4-H Junior Leadership Camp. 4-H Memorial Camp, Monticello.
July 27	Illinois Turfgrass Field Day. Floriculture Building, University of Illinois, Urbana. 10:00 a.m.
July 31 - August 8	Wildlife Conservation Camp. 4-H Memorial Camp, Monticello.

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURE EVENTS CALENDAR FOR ILLINOIS
July-August 1961

July 6	State 4-H Judging Contest, Stock Pavilion, University of Illinois, Urbana. Registration starts at 9:30 a.m.
July 5-7	Illinois Veterinarian Short Course on Reproductive Diseases of Cattle. College of Veterinary Medicine, University of Illinois, Urbana.
July 11-12	Conference on Recent Advances in Animal Disease Control. Allerton Park, Monticello. Registration 7:30 a.m.
July 12-14	American Farm Research Association Conference. University of Illinois, Urbana.
July 15	Illinois Purebred Sheep Breeders Association Sale and Show. Stock Pavilion, University of Illinois, Urbana.
July 18	East St. Louis Area Vegetable Growers Twilight Meeting.
July 19	Southern Illinois Vegetable Growers Twilight Meeting.
July 20	Calhoun County Area Twilight Orchard Meeting. Norman McNelly Orchard, Hamburg. 7:30 p.m.
July 22	Tri-State Barrow Show. Evansville, Indiana.
July 24-29	4-H Junior Leadership Camp. 4-H Memorial Camp, Monticello.
July 27	Illinois Turfgrass Field Day. Floriculture Building, University of Illinois, Urbana. 10:00 a.m.
July 31-August 8	Wildlife Conservation Camp. 4-H Memorial Camp, Monticello.
August 6-12	Farm Boys Forestry Camp. Southern Illinois District 4-H Camp, Lake West Frankfort. Registration Sunday Afternoon.
August 10	Carbondale Experiment Field Day Meeting. Carbondale. 1:30 p.m.
August 11-20	Illinois State Fair. Springfield.
August 28	Northern Illinois District Farm Bureau Farm Management Tour. Kane County.
August 23	Southern Illinois District Farm Bureau Farm Management Tour. Washington County.
August 29	Western Illinois District Farm Bureau Farm Management Tour.
August 30	Kewanee Experiment Field Day Meeting. Kewanee. 1:30 p.m.
August 31	Annual meeting Illinois Farm Bureau Farm Management Association. State Farm Bureau Farm Management Tour. New Salem State Park.

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AGRICULTURE EVENTS CALENDAR FOR ILLINOIS
July-August 1961

uly 6	State 4-H Judging Contest, Stock Pavilion, University of Illinois, Urbana. Registration starts at 9:30 a.m.
uly 5-7	Illinois Veterinarian Short Course on Reproductive Diseases of Cattle. College of Veterinary Medicine, University of Illinois, Urbana.
uly 11-12	Conference on Recent Advances in Animal Disease Control. Allerton Park, Monticello. Registration 7:30 a.m.
uly 12-13	American Farm Research Association Conference. University of Illinois, Urbana.
uly 15	Illinois Purebred Sheep Breeders Association Sale and Show. Stock Pavilion, University of Illinois, Urbana.
uly 18	East St. Louis Area Vegetable Growers Twilight Meeting.
uly 19	Southern Illinois Vegetable Growers Twilight Meeting.
uly 20	Cairoun County Area Twilight Orchard Meeting. Thomas McNally Orchard. Hamburg. 7:30 p.m.
uly 22	Tri-State Barrow Show, Evansville, Indiana.
uly 24-29	4-H Junior Leadership Camp. 4-H Memorial Camp, Monticello.
uly 27	Illinois Turfgrass Field Day. Floriculture Building, University of Illinois, Urbana. 10:00 a.m.
uly 31- August 8	Wildlife Conservation Camp. 4-H Memorial Camp, Monticello.
ugust 6-12	Farm Boys Forestry Camp. Southern Illinois District 4-H Camp, Lake West Frankfort. Registration Sunday Afternoon.
ugust 10	Carbondale Experiment Field Day Meeting. Carbondale. 1:30 p.m.
ugust 11-20	Illinois State Fair. Springfield.
ugust 28	Northern Illinois District Farm Bureau Farm Management Tour. Kane County.
ugust 23	Southern Illinois District Farm Bureau Farm Management Tour. Washington County.
ugust 29	Western Illinois District Farm Bureau Farm Management Tour.
ugust 30	Kewanee Experiment Field Day Meeting. Kewanee. 1:30 p.m.
ugust 31	Annual meeting Illinois Farm Bureau Farm Management Association. Farm Bureau Farm Management Tour. New Salem State Park.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURE EVENTS CALENDAR FOR ILLINOIS
August - September 1961

July 31-August 8	Wildlife Conservation Camp. 4- H Memorial Camp, Monticello.
August 1-3	Annual Illinois Nurserymen's Short Course. Morton Arboretum, Lisle. Registration 9 a.m.
August 4-6	Rural Youth Camp. White Eagle Camp, Adeline.
August 6-12	Farm Boys' Forestry Camp. Southern Illinois District 4-H Camp, Lake West Frankfort. Registration Sunday afternoon.
August 10	Carbondale Experiment Field Day Meeting. Carbondale. 1:30 p.m.
August 11-20	Illinois State Fair. Springfield.
August 22	East St. Louis Area Vegetable Growers Twilight Meeting. Homer Bruns Farm, Rt. 1, Granite City. 7:30 p.m.
August 23	Southern Illinois District Farm Bureau Farm Management Tour. Washington County.
August 28	Northern Illinois District Farm Bureau Farm Management Tour. Kane County.
August 29	Western Illinois District Farm Bureau Farm Management Tour. Liberty.
August 30	Kewanee Experiment Field Day Meeting. Kewanee. 1:30 p.m.
August 31	Annual Meeting, Illinois Farm Bureau Farm Management Association. State Farm Bureau Farm Management Tour. New Salem State Park.
August 31	Oquawka Experiment Field Day Meeting. Oquawka. 1:30 p.m.
September 1	Oblong Experiment Field Day Meeting. Oblong. 1:30 p.m.
September 5	Brownstown Experiment Field Day Meeting. Brownstown. 1:30 p.m.
September 6	Hartsburg Experiment Field Day Meeting. Hartsburg. 1:30 p.m.
September 7	Carthage Experiment Field Day Meeting. Carthage. 1:30 p.m.
September 7	Newton Experiment Field Day Meeting. Newton. 1:30 p.m.
September 7	Benton Feeder Pig Sale. Benton.
September 8	Clayton Experiment Field Day Meeting. Clayton. 1:30 p.m.

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[illegible] 5	[illegible] Conservation Comm. [illegible]
[illegible] 14	[illegible] Tillamook Conservation District [illegible] [illegible]. [illegible]
[illegible]	[illegible] Yoder Farm [illegible]
[illegible]	[illegible] Farm Bureau Forestry Group. [illegible] Tillamook District [illegible] Lake Wave Generation. [illegible]
[illegible] 17	[illegible] Department Field Day Meeting. [illegible]
[illegible]	[illegible] Farm [illegible].
[illegible] 22	[illegible] St. [illegible] Agricultural Chemical Institute Meeting. [illegible] Farm [illegible]. [illegible] Chemical Corp. [illegible]
[illegible] 23	[illegible] Tillamook District Farm Bureau Farm Management [illegible] Washington County.
[illegible] 27	[illegible] Tillamook District Farm Bureau Farm Management [illegible] Clatsop County.
[illegible] 27	[illegible] Clatsop District Farm Bureau Farm Management [illegible] Clatsop.
[illegible] 30	[illegible] Experiment Field Day Meeting. [illegible]
[illegible] 31	[illegible] Meeting. Tillamook Farm Bureau Farm Management [illegible] Clatsop Farm Bureau Farm Management [illegible]
[illegible] 31	[illegible] Experiment Field Day [illegible]. [illegible]
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[illegible] 5	[illegible] Department Field Day Meeting. [illegible]
[illegible] 6	[illegible] Experiment Field Day Meeting. [illegible]
[illegible] 7	[illegible] Experiment Field Day Meeting. [illegible]
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[illegible] 7	[illegible] Meeting [illegible]. [illegible]
[illegible] 2	[illegible] Experiment [illegible] Meeting. [illegible]

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September 8	Toledo Experiment Field Day Meeting. Toledo. 1:30 p.m.
September 11	All-Industry Poultry Day. Law Building Auditorium, University of Illinois, Urbana. Registration at 9 a.m.
September 13	Carlinville Experiment Field Day Meeting. Carlinville. 1:30 p.m.
September 13	Dixon Experiment Field Day Meeting. Dixon. 1:30 p.m.
September 14	Elwood Experiment Field Day Meeting. Elwood. 1:30 p.m.
September 14	Ewing Experiment Field Day Meeting. Ewing. 1:30 p.m.
September 16	Rural Youth Fall Conference. Allerton Park, Monticello.
September 28-29	Zoonoses Research Center Conference. Allerton Park, Monticello.

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Agriculture Week Calendar F r 111 ...ks - 2

Se ...mber 8	Toledo Experiment Farm Day Meeting. Toledo. [illegible]
...ptember 11	Hardinsburg Poultry Day. New Building Dedication, Hardinsburg Branch, Hardin. Sponsored by [illegible]
...ptember 12	Christville Experiment Field Day Meeting. Christville. [illegible]
...ptember 13	Tilden Experiment Field Day Meeting. Tilden. [illegible]
...ptember 14	Alvood Experiment Field Day Meeting. Alvood. [illegible]
...ptember 14	Bruton Experiment Field Day Meeting. Bruton. [illegible]
...ptember 15	Rural Youth Fall Conference. Diamond Springs. [illegible]
...ptember 24-25	Farmers Mechanical Center Conference. Allerton Park. [illegible]

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS
October - November, 1961

October 5	Egyptian Livestock Association Feeder Cattle Sale. Dixon Springs Experiment Station, Robbs. 1 p.m.
October 12	Benton Feeder Pig Sale. Benton. 1 p.m.
October 13	Albion Feeder Pig Sale. Albion. 1 p.m.
October 13	Illinois-Indiana Feeder Cattle Sale. Vincennes, Indiana. 12:30 p.m.
October 14	Livestock Marketing Conference. 135 Animal Sciences Laboratory, University of Illinois, Urbana. Program starts at 10 a.m.
October 14	Tri-State Junior Beef Show. Evansville, Indiana. 8 a.m.
October 16-20	National Safety Congress and Exposition. Conrad Hilton Hotel, Chicago.
October 18-19	Milk Concentrates Conference. Law Building Auditorium, University of Illinois, Urbana. Program begins at 9 a.m.
October 19-21	Annual Illinois Veterinary Medicine Conference and Short Course. University of Illinois, Urbana.
October 26-27	Illinois Technical Forestry Association Meeting. Dixon Springs Experiment Station, Robbs. Registration, 12 noon to 1 p.m.
November 6	Seed and Fertilizer Clinic. Vandalia.
November 7	Seed and Fertilizer Clinic. Macomb.
November 7-9	Illinois Farm Electrification Council 4-H Award Trip. Chicago.
November 8	Seed and Fertilizer Clinic. Dixon.
November 9	Seed and Fertilizer Clinic. Urbana.
November 9-10	National Swine Industry Conference. Statler Hotel, St. Louis.
November 16	Farm Structures Day. 135 Animal Sciences Laboratory, University of Illinois, Urbana. Registration, 8:30 a.m.
November 17	Farm-City Day. St. Louis.
November 20-21	Illinois Horticultural Society Meeting. Abraham Lincoln Hotel, Springfield. 9:30 a.m.
November 21	4-H Leaders' Recognition Day. Springfield.
November 23-December 2	International Livestock Show. Chicago.
November 25-December 1	National 4-H Club Congress. Conrad Hilton Hotel, Chicago.

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS
November - December, 1961

October 30, 31-November 1	National Fertilizer Solutions Association Conference and Trade Show. Edgewater Beach Hotel, Chicago.
November 5-6	Illinois Fall Florists' Conference. The Holiday Inn Motel, Champaign. Registration begins at 10 a.m.
November 6	Seed and Fertilizer Clinic. Vandalia Country Club, Vandalia. 1:15 p.m.
November 7	Seed and Fertilizer Clinic. Student Prince Restaurant, Macomb. 1:15 p.m.
November 7-9	Illinois Farm Electrification Council 4-H Award Trip. Chicago.
November 8	Seed and Fertilizer Clinic. Lincoln Manor, Dixon. 1:15 p.m.
November 9	Seed and Fertilizer Clinic. Urbana Country Club, Urbana. 1:15 p.m.
November 9-10	National Swine Industry Conference. Statler-Hilton Hotel, St. Louis.
November 17	Farm-City Day. Sheraton-Jefferson Hotel, St. Louis.
November 20-21	Illinois Horticultural Society Meeting. Abraham Lincoln Hotel, Springfield. 9:30 a.m.
November 21	4-H Leaders' Recognition Day. St. Nicholas Hotel, Springfield.
November 24-December 2	International Livestock Show. Chicago.
November 25-December 1	National 4-H Club Congress. Conrad Hilton Hotel, Chicago.
November 26-28	American Society of Farm Managers and Rural Appraisers Annual Meeting. LaSalle Hotel, Chicago.
November 27-30	American Society of Agronomy Annual Meeting. Sheraton-Jefferson Hotel, St. Louis.
November 30-December 1	Income Tax Training School. Champaign County Farm Bureau Building, Champaign. 10:00 a.m.
November 30-December 1	Income Tax Training School. Fayette County Farm Bureau Building, Vandalia. 10:00 a.m.

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December 4-5	Income Tax Training School. Morgan County Farm Bureau Building, Jacksonville. 10:00 a.m.
December 4-5	Income Tax Training School. Moose Lodge Building, Mt. Vernon. 10:00 a.m.
December 4-5	Illinois Turfgrass Conference. Law Building Auditorium, University of Illinois, Urbana.
December 6	Albion Feeder Pig Sale.
December 7	Benton Feeder Pig Sale.
December 7-8	Income Tax Training School. Knox County Farm Bureau Building, Galesburg. 10:00 a.m.
December 7-8	Income Tax Training School. DeKalb County Farm Bureau Building, DeKalb. 10:00 a.m.
December 8	Illinois Sheep Day. Stock Pavilion, University of Illinois, Urbana. Sheep Barns open at 9 a.m. Registration in the Stock Pavilion at 10:00 a.m.
December 9	Illinois Sheep Breeders Association Bred Ewe Sale. Stock Pavilion, University of Illinois, Urbana. 12:30 p.m.
December 11-14	Weed Society of America Annual Meeting. Sheraton-Jefferson Hotel, St. Louis.

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It Says Here . . .

We Can Take Pride...

Just before closing the books on 1961, Iroquois County's Kenneth Imig summarized the major accomplishments of the county extension program in his regular weekly news service.

We liked his opening sentence:

"Iroquois County residents can take pride in the accomplishments of their Agricultural Extension Service program for 1961."

It seems to us that this is truly a good measure of accomplishment. Any job is well done only when we "can take pride" in having completed it.

Actually, there are few substitutes for pride. "Good enough to get by" certainly isn't one of them, but it is frequently used. Another shoddy substitute for pride is "good enough for now."

We are glad that Ken Imig believes the people of Iroquois County can take pride.

Jim Evans Joins Staff...

Speaking of pride, we're proud to introduce Jim Evans, who joins the editorial staff this week as head of our division of teaching and training.

Jim is a 1954 agricultural journalism graduate of Iowa State University and recently received his master's in business administration from the University of Chicago. His career has included one year of radio-television production with Station WBAY, Green Bay, Wisc., two years in the Air Force, and three years with the Aubrey, Finlay, Marley, & Hodgson advertising agency in Chicago.

A Letter of Introduction...

The Lee County extension staff recently took advantage of changes in office facilities to send a letter of introduction to families in the county.

The two-page multilith letter told about the changes in office location, listed the new address and telephone numbers and briefly explained the organization and work of the county extension offices. The multilith technique made it possible to include a picture of each member of the county staff as well as group pictures of the home economics extension council and the agricultural extension council.

It Says Here...Why?

This week marks the 14th anniversary of "It Says Here...."

We wonder how many of you received the first issue shortly after New Year's Day, 1948. We suspect that some of you are wondering why we have been writing it for 14 years. At times we do too.

The purpose of this two-column bit each week is communications.

We want you to know what's going on in our shop, but, more important, we would like to pass along what's going on in your shop. Trouble is that we don't always know what's going on in your shop. So, too often there is nothing to pass along.

You can help us correct this situation in 1962 by dropping us a note every now and then to report progress on your county information program

1-4-62

It Says Here . . .

New Loan Exhibits...

Description sheets for loan exhibits 4 and 5 are in this week's packet. We suggest that you file these sheets in the exhibits section of your Communications Handbook.

Centennial Reminder...

Just a reminder that by now you should have received a packet of information materials on the Land-Grant Centennial. You received the USDA Centennial packet in December.

Bob Jarnagin is our liaison editor for both centennial observances. If you need additional information, contact Bob.

IFWBA Meets Jan. 29...

The winter meeting of the Illinois Association of Farm Writers and Broadcasters is scheduled for Monday evening. January 29, in the Hotel Tilden Hall, Champaign. This is a dinner meeting starting at 6:30 p.m.

If there are farm editors or broadcasters in your county who may not know about this association, please assure them that they would be welcome to attend the meeting.

Illinois Page in Successful Farming...

Since the September issue, our office has been preparing a special "Illinois Page" for the Illinois edition of Successful Farming. Are you receiving the Illinois edition? Have you seen the page? Do you have any reaction to it?

Information Committee Meets...

The Information Committee of your Illinois Association of Farm Advisers will meet on campus Monday afternoon, January 29.

Members of the editorial staff will join the committee for part of the session. Although the agenda are not complete, here are some of the proposed discussion topics:

1. Review of progress on proposals made at May, 1961, joint conference of Information Committee and editorial staff. These proposals relate to extension public relations, in-service training, editorial services to advisers, communications equipment, and evaluation of county information programs.

2. Committee appraisal of Communications Handbook. (Our questions: Is the handbook serving a purpose? Do advisers read the units? What units are needed in the future?)

3. Proposals for communications workshops for 1962-63.

4. Reactions to exhibit loan service and film library service.

5. Proposals for improving the mailing of reference materials to advisers.

If you have questions that you would like to have discussed at the January 29 meeting, contact your district committee member or committee chairman Warren Myers.

1-11-62

It Says Here . . .

Miles Likes Personal Column...

Bureau County's Halsey Miles says his column in the newspapers brings in more comments than almost anything else he does. He believes part of its drawing power rests on its regularity.

From the ag side, here's a brief rundown of the county information program:

Press: News stories are sent regularly to local newspapers with emphasis on county situations and county events. Fill-in stories are included but adapted to the county situation. Material goes to two dailies and five weeklies.

Both Halsey and Associate Farm Adviser Louis Engelbrecht write personal columns. Halsey says he hasn't missed a week in more than 15 years. Louis devotes his column to 4-H and youth work.

Radio: One member of the staff appears on the local radio station at least once each week. Spot announcements are fed to the station nearly every day. The county staff recently made up a yearly calendar of radio appearances.

Direct Mail: Both general and special circular letters and direct mail pieces are used regularly. Announcements of meetings and information on subjects of broad, general interest go to a mailing list of 3,000 homes. Mailing lists also are maintained for families with special subject interests.

Photography: Staff uses a Polaroid camera for news pictures, and these are used in the local papers. Halsey considers this one of the weak spots in their county program--not enough pictures and too few papers receiving them. More and more use is being made of color slides, and Halsey credits Jack Everly and Hugh Fulkerson for getting him moving in this direction.

Hot News Item...

The Farm and Family Business Management Schools are proving to be one of the hottest news items on the extension calendar this winter.

Farm Journal may do a round-up story on the schools in Illinois and Missouri. Field editor Tom Budd is working on a feature for Prairie Farmer. Our office has alerted the farm editors of some of the larger newspapers with area coverage.

But the important coverage should be handled by your local newspapers and radio stations. These schools are new; they're sound; they involve the family; and they are concerned with a top-interest subject--money and business management.

Make sure your editor knows about these schools if they are scheduled for your county. Invite him to sit in on one or more of the sessions. Encourage him to take pictures. Provide him with background information. Show him that extension is moving ahead into new areas of educational needs.

Strange As It May Seem...

In Vermont, 38 percent of the families surveyed did not know they could get extension publications free. How many families in your county are unaware of extension publications?

In the same Vermont study, more than three-fourths of the families said they would be willing to pay for publications. It would seem that people should know about things that are free, especially when they would be willing to pay for them.

1-17-62

It Says Here . . .

Winnebago County Holds Editor's Dinner...

Four newspapers, three radio stations and two television stations were represented when Winnebago County extension councils served as hosts for a press and radio appreciation dinner last week. Harold Guither, field editor for District I, was on hand. Here's his report:

Farm Adviser Dick Kerr reviewed recent changes in county extension organization. Home Adviser Alfretta Dickinson reported the forthcoming district leaders' meeting on 4-H camping and the progress of the survey on community problems.

The following pointers on serving newspapers and radio and TV stations were suggested by the editors:

Make your news items interesting and inviting. Clearly identify the envelopes and first page of news releases so that the editor knows immediately that it is news from the county extension staff.

When planning a campaign, use the help of an advisory committee made up of media representatives. Ask the paper or station management to name a member so that the reporter who is appointed knows it's part of his job.

When listing names of people, connect them with the town nearest to where they live. Remember that TV stations like visuals--maps and photos boost the chances that a story will be used.

Short bits, odd facts, or an item of humor will often boost interest among the media representatives who receive your news stories. It will improve the prospects for their use.

For serving a city and suburban audience, timely items on gardening, landscaping and lawn care are welcome.

Reynolds Considers Direct Mail...

Boone County's Wally Reynolds tried his first direct-mail newsletter earlier this month and asked his readers to evaluate it. So far the returns look promising.

A general subject-matter newsletter covering crops, livestock and dairy subjects was sent to more than 1,000 farmers. A self-addressed reply card asked the receiver to indicate whether or not the letter was helpful. Within a week, 200 farmers had replied "yes."

Wally is now planning to add such a newsletter to his array of county public information activities.

Press: A news column goes weekly to four daily newspapers and one weekly. Two of these papers are located in the county, but all five have county coverage. Other stories and announcements of meetings are sent as needed.

Radio-TV: Information about meetings and special events is sent regularly to eight radio stations and two TV stations with coverage in the county. Wally says WGN in Chicago gives excellent coverage of his special events.

Photos: Most of the photo coverage of special events is handled directly by The Belvidere Daily Republican, the only daily newspaper in the county.

IFWBA Meets Monday Night...

The winter dinner meeting of the Illinois Farm Writers and Broadcasters Association is scheduled for Monday night, January 29, at the Hotel Tilden-Hall in Champaign. A panel of agricultural economists will discuss the implications of the European Common Market.

1-24-62

It Says Here . . .

Info Committee Meets...

The Information Advisory Committee of the Illinois Farm Advisers Association met with members of the extension editorial staff on January 29. Several items were on the agenda and were thoroughly discussed. We'll give you the highlights here and a more thorough report later.

General reaction to the Communications Handbook was good. Committee members appreciated the service and asked that it be continued. There was some discussion about items to be written for future issues. One suggestion was a unit on how to file slides. The suggestion box is open to all on handbook units. If you would like to have us prepare a unit on a topic of interest, give the idea either to us or to your district Advisory Committee member.

Adviser Response to "It Says Here..."

Apparently everyone reads "The Yellow Sheet." At least we hope so, since its primary purpose is to forge a strong link in the extension family communication chain. One fairly new way to get more of the desirable contributions from the advisers is to write a personal letter and ask for the good ideas and suggestions. So far that plan has worked well.

It is likely that each county in the state has at least one good idea crying for recognition and appreciation of its worth. More of you will be getting such a letter of request in the future.

Handbook Items Enclosed...

In this week's packet you should find Visuals Item #10 for your Communications Handbook and Loan Exhibits 6 and 7. These items are for your use and will be valuable only to the extent that you do make use of them.

Proposed Workshops...

Also discussed was the possibility of organizing future communications workshops on a three- or five-day basis here at the College, rather than on a one- or two-day basis at monthly district conferences as in the past. We'd like to have your reaction to this idea. Tell us or your district Advisory Committee member.

Articles for "Leader" Magazines...

The magazines for ag leaders, plus the Extension Service Review, are excellent outlets for your county experience stories. Here are some suggested topics for articles they would welcome and print:

1. Successful action programs.
2. Picture features.
3. Direct-mail systems that work.
4. Successful commitee projects.
5. Effective public relations programs, such as Farm-City Week editor dinner meetings and other farmer-businessman cooperative events.
6. Campaigns that work.
7. County fair or 4-H show exhibits or events that serve as a showcase for agriculture.
8. Farm and home adviser experience stories.
9. Results of any evaluation studies that you might do.

2/1/62

It Says Here . . .

Wack Makes A Cold Point...

When Stephenson County's Bob Wack received the suggested news release on windbreaks, he turned it into a local picture story. On a below-zero day, he persuaded the photographer of the Rockford Morning Star to join him on a tour of a farm with a good windbreak. With pictures, it was easy to "show" the advantages of windbreak plantings.

Peoria County Reports to People...

The Peoria County extension staff have done an excellent job of summarizing the 1961 county extension achievements in a 16-page multilithed publication. The summary was distributed to key leaders in Peoria County. If you are interested in seeing how it was done, you might write to George Perisho or Dorothy DeJarnette to see whether they have an extra copy for you.

Two New Films Released by USDA...

The USDA has shipped the following films to the University of Illinois Visual Aids Service, 605½ E. Green St., Urbana. Both are available for your use free of charge when you write for booking on your University of Illinois letterhead.

AGRICULTURE'S SHOWCASE ABROAD (13½ minutes, color): This film shows millions of the world's potential customers seeing, feeling, and tasting American farm products colorfully and dramatically on display at International Trade Fairs from Tokyo to Zagreb.

THE FOREST (28 minutes, color): This film relates the multiple-use benefits we receive from our national forests. It shows how water is conserved; how timber grows, is harvested and replenished; how range and wildlife flourish; and how mankind may enjoy the natural beauty and healthful recreation available from forests.

Broom Rates Column "Tops"...

"My weekly column, published in our local paper, is tops in my informational program. My picture at the head of the column helps to personalize it. This bi-weekly newspaper covers most of the county."

That's the capsule summary that Bond County's Ralph Broom gives his county information program. Ralph also reports:

"Special event stories are sent to newspapers outside of the county that have some coverage here.

"Ted Mangner of KMOX Radio also receives this column and gives excellent cooperation. Farmers often comment on our friendly relations and his news coverage. Also WSMI Radio Station at Litchfield uses this column. Each Monday a reporter from WSMI calls and gets information on meetings and events.

"Our local paper takes care of photo coverage, but this could well be supplemented by pictures that I might take."

Hot Glass On A Cold Day...

When your projection equipment sits in the car on a cold day, don't rush into a hot room, plug it in and start a show. Some of the glass parts in the projector may not be able to stand the sudden extreme temperature change. Get to the meeting a little early and give the projector a chance to warm up to room temperature, or turn the fan on for a few minutes before turning on the lamp.

Booked Through March...

Loan Exhibit Number 2, "4-H Careers For You," has been scheduled for county use through the end of March. If you had planned to use it before April, check with Vic Stephen about alternative exhibits that may be available.

2-7-62

It Says Here . . .

Improving Services to Counties...

In this packet all advisers will find a special report on "Improving Editorial Services For County Extension Workers."

The report summarizes specific action proposals by the Information Committee of the Illinois Association of Farm Advisers. The proposals were made during two joint conferences with the staff of the Extension Editorial Office. We and Information Committee Chairman Warren Myers would welcome your reactions and comments.

Many of the proposals apply to the work of both farm advisers and home advisers. At the same time we realize that home advisers may have different kinds of problems in some areas. For that reason we would be happy to meet with an Information Advisory Committee representing the home advisers to consider additional assistance which our office might give.

You may want to file the report in your Communications Handbook.

THE ADVISER Is Out...

Copies of THE ADVISER are off the press, and a supply has been distributed to each member of the Information Committee of ISAFA. Each member, in turn, is supposed to distribute copies to all advisers in his district. This will probably be done at the next district meeting of your association.

Information Committee Chairman Warren Myers would appreciate your comments. So would we. Su Ann Johnston of our staff served as editorial production manager on the job.

2/14/62

Introductions In Order...

This month we welcome two "new" full-time members to the editorial staff.

John Woods joins the staff as Television Production Editor and is already hard at work on the planned series of 13 half-hour landscape gardening television films. John, as you know, has been associated with the office for nearly five years, first as a student assistant and later as a graduate assistant in the Photography Section. He will receive his master's degree in communications at the end of this semester.

Su Ann Johnston, who held a graduate assistantship in the office the first semester, is now working full time. Su is spending half time on editorial field services and half time on communications research.

Feed Grain Program Information

By now you should have received the budget forms that will enable you to help farmers work out their expected crop incomes through participation or nonparticipation in the 1962 Feed Grain Program.

Other considerations besides net income in which you can also assist farmers in making their decisions are listed on the back of the budget form.

A series of questions about the program has been prepared and will be sent to all daily newspapers and farm advisers on Friday, February 16.

Since the 1962 program is about the same as last year's, the information sent last year as part of the Feed Grain Handbook on general program provisions, sharing payments, weed control and soil conservation will still apply.

It Says Here . . .

Sechrest Reports 4-H...

Art Sechrest, former assistant farm adviser in Richland County, now with WVLN at Olney, is getting his teeth into his work. He's set up recording dates with Dick Lyon. He'll use the material on a 4-H Week presentation. He's planning daily half-hour shows during 4-H Club Week.

Send 4-H Spots to TV Stations...

This week we are sending a one-minute sound-on-film TV spot announcement and three 10-second written spots with a 35 mm. slide to 29 TV stations in Illinois and adjoining states. The spots are designed to help boost 4-H enrollment.

Both the film clip and the slide will be available to stations during National 4-H Club Week. However, the film clip does not mention 4-H Week. Stations can use it until June 1--the deadline for enrolling in the 4-H program.

If you have the opportunity to visit TV stations in your area in the next few days, you might mention the TV spots as a reminder to station personnel.

WDAN Joins Tape Family...

The latest station to join the College of Agriculture tape service family is WDAN, 1000-watt CBS affiliate in Danville. Much of their interest in farm programming probably stems from the county extension staff's daily five-minute effort at 11:55. Vermilion County is on the tape recorder use survey. They say they couldn't possibly keep up their existing program without a recorder. With the success of farm radio programming on WDAN, two other stations in town are interested in contributions from the extension advisers.

2-21-62

Handbook Table of Contents...

In this week's packet you should find the Communications Handbook "Table of Contents," which will be issued yearly. If you need units to complete your handbook, send your request to Extension Editorial Office, 330 Mumford Hall, Urbana. Also included in the packet are handbook units Press 6 and 7.

New Slide Set Available...

A new slide set, "Food in Our Society," has been prepared to help you tell the story of food and today's agriculture.

The slides provide visual support for any talk you may be asked to give before service clubs, farm organizations, women's clubs or other groups where you want to explain the important role agriculture plays in today's economy.

A reference handbook, prepared by Robert Spitze in agircultural economics, provides the facts and figures on food production, farming efficiency, marketing, cost of living and the changing farm community.

Counties may order a filmstrip only or the filmstrip and mounts for making a slide set. Use the form below to let us know your wishes by March 5.

Extension Editorial Office, College of Agriculture, University of Illinois, Urbana.

I would like to order the following for our visual library: "Food in Our Society."

Filmstrip only_____
Filmstrip and slide mounts_____

Name_____County_____

Address_____

It Says Here . . .

New Division To Help Advisers...

We're pleased--and proud--to report an organizational change in the Extension Editorial Office that will permit us to give more help to you and your county information programs.

Dean Howard and Dr. Claar have approved our proposal for the establishment of a "Field Services and Training Division" in the editorial office for the purpose of helping county extension advisers "improve the effectiveness of their county information programs."

Bob Jarnagin, who returned to the staff in September after a two-year leave, will head up this area of work effective immediately. Bob has been a member of the editorial staff since 1948 and is thoroughly familiar with information methods and problems at both state and county levels.

Objectives Outlined...

Here are some of the specific objectives that have been outlined for this new area of editorial effort:

1. Develop new programs for supplying county extension workers with needed information "aids," such as fill-in stories, tapes, mats, posters, and visuals.

2. Design and coordinate improved systems for providing extension and other field workers with needed and usable subject-matter reference materials from the various departments and services of the College and from other sources within the University.

3. Assist county advisers in developing sound systems of filing, inventorying, and using available reference materials.

4. Assist county advisers in establishing effective and cordial relationships with county press, radio, and television media personnel and in developing information programs to serve these media.

5. Introduce and coordinate communication training programs designed to improve the communication skills and abilities of county extension and other field workers.

6. Help the administrative staff of the Cooperative Extension Service design and carry out public information efforts to establish the desired image of Extension and the necessary climate for carrying out extension educational programs at county, area, and state levels.

7. Help county extension staff members plan and carry out evaluation studies of their county information programs.

Many Will Help...

While Bob has been assigned the responsibility for heading up this area of work, he will call upon the entire editorial staff and the resources of the editorial office for needed special assistance.

Other members of the staff, for example, will continue to serve as "District Field Editors" in the respective extension districts. Those assignments include Harold Guither, District I; Jack Everly, District II; Dean Nosker, District III; Bob Jarnagin, District IV; and J. J. Feight, District V.

Jessie Heathman and Janice Woodard will assist with special county information problems in the area of home economics.

2-28-62

It Says Here . . .

Type F Color Film On The Way Out...

Old reliable Type F Kodachrome is no more. Kodak stopped making it a couple of weeks ago. The prediction is that Ektachrome F will be discontinued soon. This is a result of consumer preference. The sale of flash film has fallen to the point where manufacture is no longer economical. Ansco has discontinued its color flash films. Now Kodak is following suit.

This means that you will have these types of film to choose from: daylight type, Type A, and color negative, such as Kodacolor. Each of these three has its place in extension work. However, for county staff use, we would recommend the daylight type for slides. Of the many films in this category, our photographic section has found Kodachrome II very satisfactory.

You have three choices of lighting with daylight-type film: blue flashbulb, electronic flash, and clear bulbs with blue flash shield or 80C filter. If you take only a few flash pictures, we recommend blue bulbs. But if you take lots of pictures, including black and white, we recommend one of the new portable electronic flash units. Write us for more details about them. Conversion of clear bulbs is least desirable.

Shoot color negative film when you need extra slides or color prints. It costs more and is harder to file, but it has more latitude in exposure than the above reversal films, and you can use clear bulbs without filters on inside shots.

We have advised our state specialists to use color negative film. But county staffs should weigh its higher cost and increased time needed for processing and filing negatives against its many advantages.

"Spig" Says We Need Them All...

A note from Adams County's S. E. "Spig" Myers the other day informed us about some of the information goings-on in his county. We especially liked this statement:

"I believe a combination of all media is necessary to make an agricultural extension program effective. I think that we get more mileage out of the material prepared by your office than from any other source. I also believe that farmers respect the reporting from the University. To keep farmers informed on current research data is the worthwhile part of the program, but I guess most surveys show that the farm magazines are the greatest source of information for farmers."

More Loan Exhibits Ready...

Enclosed with this week's packet you will find Loan Exhibit sheets 8 and 9 about two more of the exhibits that you can borrow. If you would like any of these loan exhibits, be sure to fill out one of the special forms and send it in to the Technical Services Division in the Old Agronomy Storehouse.

How About Your Personal Column?...

When you write your personal column, do you: Use short sentences and short paragraphs? Vary the length of items? Select a variety of topics? Write humorously only if you can do a good job of it? Sprinkle your columns with local names? Keep your columns about the same length every week?

For the best advice we know about how to write a personal column, see Press No. 8 of your Communications Handbook.

3/7/62

It Says Here . . .

4-H Week Coverage...

Tear sheets, clippings and copies of home-town weeklies have been coming in this past week showing the usual good coverage that the newspapers give to National 4-H Club Week.

We have an idea that in most cases the editors are glad to have some localized event like this to use as a reason for putting out an attractive special issue or page. It is almost sure-fire for getting reader attention. And most of the pages we see have good local-interest pictures as well as stories that tell the community what 4-H Clubs are and what they are doing. Maybe even more attractive to the editor is the special advertising that he can sell to support his extra pages. The numerous local ads indicate that the home-town businessmen believe in the value of 4-H work to their community young people.

So far we have heard from Wally Reynolds and Mary Cheze at Belvidere, Agnes Simon and Bob Lahne at Hardin, Boyd Lahr at Robinson and Glen Ash at Olney. Thanks to all of you for your hard work in helping to get these special mentions going and to all the rest of you who have promoted 4-H Club Week locally but haven't sent us your clippings.

Extra Lawn And Garden Packets...

We have a few extra packets of the 1962 spring lawn and garden stories that you can have on a first-come, first-served basis. There is a lot of good spring gardening information in this packet that your weekly newspaper editors might like to have. We sent the packet to dailies and farm advisers, but some weeklies might have space to print at least part of the stories if you will give them a chance.

Whiteside Tries New Radio Show...

Whiteside County Farm Adviser Fred Tincher reports that his Agricultural Extension Council last year approved a new type of radio program. It was designed to bring information on all areas of agriculture to the people.

Since the program started, Fred says, 104 radio shows have been devoted to other agricultural agencies and farm organizations besides the Extension Service. He thinks that, as a result of these programs, the people in Whiteside County are better informed than before about agricultural problems. He sees a better feeling between the various agricultural agencies in the county as another result.

Farming Loses A Good Friend...

Illinois agriculture lost one of its strongest supporters and most interested and able interpreters in the death of Frank Bill on March 6. Frank, farm editor of the Bloomington Pantagraph for more than 25 years, died of a respiratory ailment. Just a month earlier, on February 2, he had attended the annual luncheon of the Illinois Society of Professional Farm Managers and Rural Appraisers at the Illini Union, where the society made him an honorary member.

Frank helped to organize the Illinois Agricultural Association in the early 1920s. Later he was named to the Farm Home Administration and the Farm Security Administration. He started with the Pantagraph in 1916 and succeeded his father as farm editor in 1936.

In This Week's Packet...

You should find two new Handbook units in this week's packet: Radio-8 and General Communications-11. 3-14-62

It Says Here . . .

Tri-County Meeting Works Well...

Not a new idea of course, but one that perhaps hasn't been tried often enough, is the recent cooperative feeding and disease clinic put on by Jim Somers, Hugh Fulkerson and Fred Tincher. State Extension Specialists Ron Pickard and Dick Carlisle report that about 150 farmers from the area attended the meeting at Dixon.

One benefit of this type of cooperative effort is that the size of the crowd makes the time and work worth while for the specialists.

Another benefit is that the location convenient to three counties probably brought some farmers to the meeting who otherwise might not have come.

Still another benefit, from the advisers' point of view, is that the responsibility and organization could be divided three ways, and the number of individual county meetings reduced somewhat.

One of the promotion pieces that seemed to work well was an oversized postcard with the specialists' pictures and the program printed on it.

In This Week's Packet...

This week's packet includes a special loan exhibit sheet. Since the exhibit is timely only for this land-grant centennial year, we have not given the sheet a number and have printed it on light blue paper for easy identification.

This exhibit can be used at special functions or might serve as the central theme of a local fair exhibit. If you would like to use it, better get your request in early.

"Our Changing Agriculture"...

One of the best farm reporting jobs we have seen in a long time has come from the typewriter of Carroll County's Byron Hutchins.

Byron has completed a series of 15 news features on "Northwestern Illinois Agriculture in the 60's." The weekly series, which started the week of January 21, will run through April 22. The six weekly newspapers in the county are carrying the releases.

Byron reports he got the idea from a summer school course at Fort Collins last year. He supplemented this material with his own information plus information from Larry Simerl and the USDA. State and county statistics give the series a local slant.

Advisers in neighboring counties have received copies of the releases. If other advisers would like to see them, they can send a note to Byron.

Vermilion County Radio Coverage...

According to one well-known U. of I. journalism instructor, "Radio wakes the audience." Apparently this is the experience of Warren Bundy in Vermilion County. After Warren started daily 5-minute segments on WDAN, another Danville station requested a weekly 15-minute report. An FM station, not yet on the air, has already put in a request for weekly reports.

3/21/62

It Says Here . . .

St. Clair Turns to Radio...

Extension Advisers in St. Clair County have moved into an extensive program of using radio to tell their story. Three stations in the Belleville-East St. Louis area now are broadcasting daily programs with the Extension staff as providers of the information. In addition, St. Clair advisers share time with other counties in the area over KMOX and KMOX-TV in St. Louis, mostly lining up talent and helping to plan programs rather than appearing themselves.

Radio Editor J. J. Feight recently spent a day in St. Clair County visiting radio stations with the advisers. They found the stations more than willing to provide air time for Extension information programs. Without hesitation, WIBV in Belleville started Home Adviser Marge Heuerman on a daily 5-minute program.

Special Urban Problems...

While there are still many farm families in St. Clair County who are interested in production information, the urban population is expanding rapidly. Best ways to handle all of the requests for Extension information from city dwellers still are not clear. But radio offers one fast way to reach this growing audience. And radio offers this opportunity in the face of a press more and more reluctant to devote space to Extension "news."

Advisers get many questions about horticultural, consumer and other urban-oriented information from the Urban St. Clair setting. A short, fast-moving radio show offers an excellent way to get information they want to them in a hurry.

In addition to the live programs from St. Clair Extension, both WBBR and KSTL stations asked to be put on the tape services from Urbana and will be given the spring horticultural packet for further use.

More 4-H Week Clippings...

In this week's mail we have noted with interest tear sheets and clippings that show more of the excellent coverage that Illinois newspapers gave to National 4-H Club Week this year. From Fairfield, a copy of the Wayne County Press with stories, pictures and advertising helping to tell the story. And Charlie Orcutt sends a group of clippings from Knox County papers. He reports that 4-H'ers there put on 3 radio and 1 TV program during the week, prepared material for 4 other radio shows, used 6 of the 8 career displays and made 46 other window displays.

From George Myers comes issues of the Harrisburg Register for a full week that show excellent support of the Saline County 4-H Week effort. And Donna Walker and Ron Dedert sent copies of two 4-H Week special editions in Adams County at Mendon and Camp Point. They also report that the local TV stations cooperated with spot announcements, a backdrop of the Club Week poster for station identification and special 4-H member appearances.

Our thanks to all of you for your good work.

Practical Tip From Ohio State...

If you have an old light-weight camera tripod that you no longer need, you can use the legs to make a handy pointer for illustrated lectures. Tripod legs telescope enough to fit into a briefcase.

And a Tip From Us...

Try to get some originality in your radio broadcasts. Look for different and new ways of doing things on the air. Mix in straight reports, interviews and guest specialists. Use a tape recorder and report from the scene of news happenings. Report news and not stories that have been known for weeks. From Communications Handbook, Radio--1. 3-28-62

It Says Here . . .

Who Can Advise a Fickle Filly?...

Sometimes we might think that the Quincy Herald-Whig leans too far away from printing "old" extension "news," but we have to admit that it knows a good story when it sees one. This one concerns the horse-training ability of Adams County Farm Adviser S.E. "Spig" Myers.

As the story points out, "Spig" can advise farmers about insect pests and planting dates and all that sort of thing. But apparently he has more trouble advising a filly. One cold day recently, with the temperature about zero, he was exercising a two-year-old hitched to a sulky on a track that goes around a small lake. The filly was behaving beautifully and Myers was enjoying the ride when she took a sudden fillip toward the water and dumped her surprised driver into the lake. The thin ice broke and Myers landed in water up to his chin.

The filly, rid of her adviser, headed for the barn. Myers, with teeth chattering, sprinted after her, leaving an icy trail behind. The moral of this story is obvious, according to our authority for this yarn: "When a man gets up in years, he should stick to the old nags and let the young folks train the fillies."

Centennial Posters for Your Use...

Enclosed with this week's packet of materials are copies of two different posters that you can use to help tell the story of the Land-Grant Act Centennial. The blue and yellow poster comes from the national office, while we put the buff one together to start the information ball rolling on Farm and Home Science Show here next September 7 and 8. Write this office if you want more copies of either or both posters.

Public Service Spots to TV Stations...

Two public service spots were mailed this week to 32 television stations in and around Illinois. These 20- and 60-second sound-on-film spots are on lawn mower safety. The spots ask viewers to do two things to prevent accidents: pick up rocks and sticks before mowing, and keep children and other members of the family out of the yard when mowing.

The story of the spots is about a little girl who was following her father while he was mowing the lawn. The mower blades picked up a rock--and the little girl lost the sight in one eye (just for the film, or course).

Stations have been asked to broadcast these spots all summer. Whenever you visit stations this summer, you can ask them what they are doing with these spots and thus give them another shot in the arm.

Also, two other spots on identification and control of poison ivy will be going to the stations during May. Again, your active interest in what happens to these spots at the stations may help us get them shown more times.

TV Film on College Life...

In addition to the spots, we have sent copies of our new film, "College... From the Student's Viewpoint," to WCIA in Champaign, WTVH in Peoria and WPSD in Paducah for their use. When these stations return them, we will send them to others. We will let you know where we send this film so that you can check with the station for showing time. You may want to watch the show yourself or give it a boost in your local news packet.

This 13 1/2-minute film was produced in our office with student talent.

4/4/62

100 Years OF LAND GRANT COLLEGES AND UNIVERSITIES ...

During the school year 1961-62, seventy members of the American Association of Land Grant Colleges and State Universities commemorate the centennial of the Morrill Act. Signed by President Lincoln on July 2, 1862, this Federal Law established a nationwide system of colleges and universities dedicated to liberal and practical higher education.

* * * * * * * * * * *

Come and Celebrate the Land-Grant College Centennial With Us...

University of Illinois College of Agriculture

FARM AND HOME SCIENCE SHOW

September 7 and 8, 1962

Urbana, Illinois

It Says Here . . .

John Slaton Looks at His Audience...

Cumberland County's John Slaton recently surveyed his farm audience. He had two questions: How useful are my information efforts? What do people want to know about?

To find out, he sent a questionnaire to 10 percent of his county mailing list, and 10 percent of those replied:

Here's what he learned:

1. Farmers read his newspaper releases frequently and find the information helpful.

2. Fewer farmers listen to his two radio programs than read his newspaper articles. Those who do listen rate the information helpful.

3. Farmers who did not attend meetings knew about the meetings but were not interested in the subject matter.

If you would like to conduct a similar survey in your county, our office will be glad to help. The information you can get from such surveys can help you plan more effective communication efforts for your county people.

In This Week's Packet...

You'll find two Communications Handbook units in this week's packet, General Communications #10 and Radio #7, and also Loan Exhibit units #10 and #11.

In addition, we are enclosing a two-page summary of a recent Ohio study on "Extension Contact of Ohio Farm Housewives" prepared by Janice Woodard, assistant extension editor for home economics press in our office.

4/11/62

More 4-H Club Week Results...

Tom Booker, Macon County assistant farm adviser, reports three live TV appearances over WTVP, Decatur, during National 4-H Club Week. Tom was on one show with Farm Director Al Pigg. The next day the president of the county agricultural 4-H foundation, a leader and two members discussed the county 4-H program for about 12 minutes. Finally, the assistant home adviser and Tom visited about the home economics side of 4-H Club work on the third show.

Ken Slocum, associate farm adviser in Winnebago County, reports excellent media coverage of 4-H Week there. Three daily and nine weekly newspapers gave coverage through advertising and news stories, and three radio and two TV stations gave time to 4-H programs during the week. Ken is hopeful that the resultant information will help them make their goals of 900 home economics and 600 agriculture club members this year.

Copies of weekly newspapers from Carthage, Henry and Hillsboro show the excellent 4-H Week coverage given in Hancock, Marshall-Putnam and Montgomery counties. Credit for the efforts goes to Barbara Strunk and Tom Haining in Hancock, John Revell in Marshall-Putnam and Don Kuhlman in Montgomery.

Make Your Own Visuals...

Many advisers are reluctant to try making their own visuals because they feel they don't have the needed "know-how." However, one advantage of making your own charts and flannelgraphs, even though they do not look like the work of a commercial artist, is that you can make them an integral part of your own teaching program. You can focus on your own ideas of the problems. (From Visuals #1, "Do It Yourself," Communications Handbook.)

EXTENSION CONTACT OF OHIO FARM HOUSEWIVES

by Everett M. Rogers and A. Eugene Havens
Ohio Agricultural Experiment Station Research Bulletin 890
November 1961

A recent study, "Extension Contact of Ohio Farm Housewives," by Everett Rogers and A. Eugene Havens of the Ohio Agricultural Experiment Station, sheds some light on whom home economics extension agents in Ohio are reaching and by what method.

This study was made to (1) report the characteristics of farm homemakers who are "users" and "non-users" of home economics agents and (2) compare the findings with previous results of studies of extension contact by farmers, made by Rogers and Capener at the Ohio Agricultural Experiment Station in 1960.

The eventual goal of increased extension contact is to increase the diffusion and adoption of homemaking practices.

In this study, information was obtained by personal interview with a statewide random sample of 88 homemakers who are wives of commercial farmers in Ohio.

The information in the interview included:

1. What types of personal and impersonal contacts respondents had made with their home economics agents during the year preceding the interview. Personal contact means visit of respondent with agent in her office or calling her on the telephone; visit of home economics agent in respondent's home; attendance of respondent at local or county meetings or assistance in planning extension program. Impersonal contacts included watching or listening to agent on TV or radio show; reading a circular letter, announcement or bulletin received from agent; and reading any newspaper articles written by agent.

2. Whether or not respondents had adopted each of 25 new homemaking practices named.

3. What they considered their "most important" source of information about new homemaking practices.

4. Whether they were acquainted with the home economics agent.

The interviewer also obtained information to classify the woman's social status and understanding of the Extension Service.

Here are some of the findings:

Nature and amount of contact--impersonal, 72%; personal, 34%; neither, 26%.

Homemakers who made the most use of agents had more years of schooling, higher social status, greater contact with homemaking magazines, greater knowledge of Extension Service and closer acquaintance with the home economics agent than those who made fewer contacts. Age and venturesomeness did not affect the homemakers' use of the agent. Sixty-six percent of the homemakers did not know the home economics agent.

Most important sources of information about new homemaking practices were homemaking magazines, 42%; home economics agent or extension meetings, 18%; TV homemaking shows, 17%; neighbors or friends, 10%; family or relatives, 5%; radio homemaking shows, 1%; vocational homemaking teacher, 1%; and other sources, 6%.

Homemaker opinion leaders did not have significantly more extension contacts than others in the group surveyed.

The husbands of farm homemakers with a high degree of extension contact also had a high degree of contact. Extension contact appears to be a "family trait." Homemakers and farmers are generally similar in their communication behavior. The same factors are related to extension contact for both family members.

-30-

JEW:cm
4/11/62

USING MINUTE SPOTS

Sometime listen critically to your favorite radio station. You'll find that most of its commercial or public service voice programming is made up of minute spots. And they're effective. That's a good reason why Extension should present some of its information in the same way.

You can produce your own minute spots either for a live program or on tape. Because they are short, taped spots are more apt to be repeated during a broadcasting day than would, for instance, taped interviews. Minute spots with your voice carry your prestige as a local authority. A script read by someone without your understanding of agriculture or home economics won't pack the wallop of your voice on a minute spot.

Some Guidelines

Most radio techniques apply to minute spots. But the short time limit calls for tight writing. The first step in writing copy for a minute spot is to put in the first sentence what you want the listener to do, to know, or to change.

Minute spots are concise. A minute limits you to one basic, timely idea. First give one idea, and then spend the rest of the minute selling it--getting the listener interested in finding out more about it.

Get the listener's attention with an unusual fact, an interesting idea, a thought-provoker, or a challenging statement. You'll need a lead that will catch the attention of even the most casual listener. The first two sentences of your spot are the most important. If you don't get his interest in the first 20 seconds, the chances are that you won't get it at all. Don't be afraid to use a good line more than once or in more than one place.

We said you would need to get the listener's attention in those all-important first 20 seconds. Try reading this: "Feeding immediately following the flowering period of many shrubs is becoming a common and recommended practice." Dead? You bet! But use the same content for this kind of attention-getting lead: "Been wondering about fertilizing your shrubs? Well, wonder no more...shrubs do need fertilizer, especially right after flowering."

Ask your listener to do something... what you want him to do. End with a clincher or reminder. After you've written your spot, read it aloud. Practice. Rehearse. How does it sound? Can you read it in a natural way...or do you find yourself gasping for breath? Do you make it clear where to write or whom to see for more information?

Some Do's...

Sound complicated? Not if you use simple words and short sentences. Use contractions so that the copy will read easier and sound better. Contractions

make smooth reading--"Here's advice..." rather than "Here is advice...." Include enough breaks so you can breathe naturally. Write and read in a conversational manner. When quoting figures, use round numbers, such as "about 500" or "more than 500."

Use easy-to-understand words. Why say "accomplish" when "do" says the same thing? "Buy" says the same as "purchase" and says it easier.

Use examples and comparisons with which the listener is familiar. Try to develop skill in painting word pictures. Use positive statements. Use action verbs. Use a minimum of adjectives.

Don't be afraid to begin a sentence with and, but, or, so, well, or then.

Repeat or reemphasize parts of your message the listener may have missed. For example, instead of "For further information, get a copy of Circular 450, 'Horseradish in Illinois,' from your county farm adviser," how about "Again... that's Circular 450...4-5-0. Just ask your farm adviser for the horseradish circular."

And Don'ts...

Don't bore the listener with details. Don't bog down in involved sentences. Don't use long questions.

The Finished Product

When you've put these ingredients together, your minute spot may sound like this:

"Interested in safety? Sure, everyone is. And here's something to help you develop safe habits. It's a correspondence course, called 'Safety on the Farm.' Ordie Hogsett, University of Illinois safety specialist, says the course is made up of 10 lessons. For instance, one deals with the misuse of electricity. Another, says Hogsett, covers safety while hunting, fishing, swimming, or boating. And a third describes first aid treatments for all types of accidents.

"Anyone who is interested may enroll in this home study course. The registration fee of $2.50 covers the cost of the entire course. Here's how to get your set of lessons on farm safety--send $2.50 to Farm Safety, 330 Mumford Hall, Urbana, Illinois. Make your check or money order payable to the University of Illinois.

"I'll repeat--send your request for this course to Farm Safety...3-3-0 Mumford Hall...Urbana, Illinois. And make your check or money order for $2.50 payable to the University of Illinois."

J. J. Feight

MAKING INTRODUCTIONS

When you make an introduction, your job is to stimulate the audience's desire to hear the speaker. You must "sell" the person. You make it easier for the speaker to gain the audience's attention by establishing a friendly relationship between them.

Although brief, the introduction is important. It requires only a little preparation, yet it is often bungled.

Some Guidelines

Create interest in the speaker and his subject by answering questions the audience is asking: Who is he? Where is he from? How is he qualified to speak on this subject? Why should I listen?

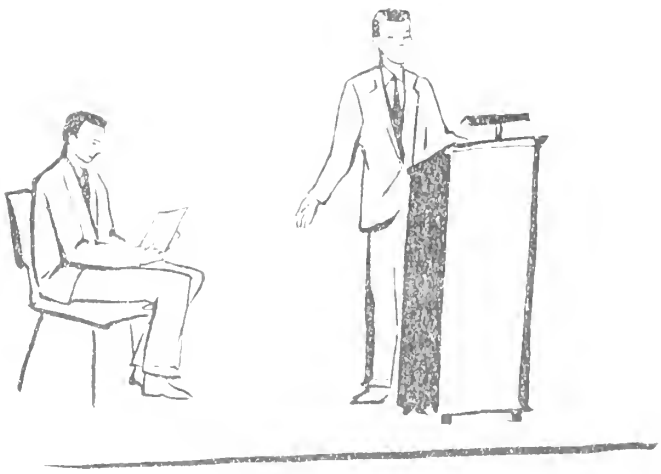
Who is he? If the speaker's name is not familiar to the audience, give it twice--at the opening of the introduction and at the end. Be sure to pronounce his name correctly. If you are not sure of the pronounciation, check with the speaker before the meeting. The audience will also be interested in his occupation.

Where is he from? Listeners want to know where the speaker came from originally and where he comes from now. This information may seem insignificant, but the audience likes to hear it.

How is he qualified to speak on this subject? Point out the speaker's qualifications--his experiences, his writings. Give interesting data about his life and his achievements. Name the field in which he has done most of his work.

Why should I listen? Emphasize the importance of the subject. Show a need for information on this subject, and tie it to the interests of the audience. You can bring out the topic's personal value by saying, for example: "All of us pay taxes. A knowledge of the way these taxes are apportioned is therefore valuable both to our understanding and to our pocketbooks...."

End the introduction by formally introducing the speaker to the audience, giving his name once again: "May I present to you a friend of Clayborn County, James J. Harrell." Your previous remarks have been directed to the audience, and



only now do you turn to recognize the speaker. Remain standing as the speaker comes forward; sit down when he has acknowledged the introduction.

When the Speaker Finishes

You need to add only two or three sentences at the conclusion of the speaker's talk. Thank him briefly and sincerely, addressing both him and the audience. (After the meeting, you might add a few private words of thanks.) Avoid the temptation to give a summary of his talk, take issue with his remarks, or add items you feel that he omitted.

When You Introduce a Speaker, DO:

1. Be brief--the audience has come to hear the speaker.
2. Use humor if it suits the occasion, is in good taste, and creates a friendly feeling.
3. Speak loudly and clearly enough to be heard easily.
4. Check the introduction you plan to make with the speaker beforehand.
5. Be sincerely enthusiastic--but don't overdo it or gush.
6. Suit the nature of the introduction to the tone of the speech.
7. State the subject of the talk correctly.
8. Practice your introduction.

When You Introduce a Speaker, DON'T:

1. Talk about yourself (and how you felt the last time you spoke to a group of this size, etc.).
2. Emphasize what a good speaker or funny man he is--let his performance speak for itself.
3. Give your views on the subject of the talk--you will steal the speaker's material.
4. Give committee reports, meeting announcements, etc., with the speech of introduction.
5. Apologize for the fact that he is a substitute speaker or is not well known.
6. Tell embarrassing stories about him or a joke at his expense.
7. Use trite remarks, such as "Our speaker tonight needs no introduction...."
8. Embarrass the speaker by an elaborate build-up--you might make it impossible for him to live up to your description.

Formal or Informal?

A formal introduction has dignity as well as interest. An informal introduction relieves the tension and sets the tone of the meeting. Whether the introduction is formal or informal depends on the prestige of the speaker, the occasion, and the extent of your acquaintance with him. For example, introduction of the Chief Justice of the Supreme Court, someone who is speaking on a serious occasion, or a stranger would call for a formal introduction. Unfortunately, some introducers know either one or the other of these types and use the type they know, no matter what the occasion or the speaker.

In general, the better known the speaker is, the briefer your introduction should be. The more unknown he is, the more you will have to arouse interest in him and in his subject.

Remember--there are four necessary elements in introducing any speaker: TACT, BREVITY, SINCERITY, AND ENTHUSIASM.

These suggestions are to help you plan your introduction. Using them will help, but you must supply the rest.

Su Ann K. Johnston

(Note: Information in this unit was adapted from material presented at a NPAC Communications Workshop.)

It Says Here . . .

George Trull Reports...

From Morgan County's George Trull comes a tear sheet from the Jacksonville Journal-Courier. It is a recent Sunday Farm Page that shows the good coverage given to area farm families by Extension's staunch friend, Cecil Tendick, the Journal-Courier's farm editor. Of a total of 189 column inches on the page, 121 were given to agricultural and home economics extension news and local stories. Included were three pictures about the forthcoming Forage Facts Roundup.

Golden Beats County Farmer...

If you think this refers to Al Golden's temper and fighting ability, it doesn't. Rather, more farmers and their wives read Al's personal column, Golden Nuggets, than read the DeKalb County Farmer.

We must admit that more readers said they read The Farmer "regularly" than Al's column, but Al more than caught up when those who "read occasionally" were counted. More than 91 percent of the persons who replied to the 2nd annual DeKalb County Communications Survey said they read Golden Nuggets. This compares with 89.6 percent who said they read The Farmer. The Notes From the Home Adviser column was read by 71.9 percent of those answering. As an indicator of the kind of mass media cooperation that Al enjoys, 89.1 percent of the survey respondents said they read the DeKalb Chronicle regularly or occasionally.

Radio Station WLBK in DeKalb also has a large and enthusiastic audience, with nearly two out of three listeners tuned to it for morning news. Replies to the radio questions indicated that 65.3 percent listen to Al's radio farm chats, 54.9 percent to Deloris Gregory's home adviser show, 52.3 percent to Home Bureau on the Air, and 50.8 percent to 4-H on the Air.

A Bear Trap For Butterflies?...

Not many people would choose a bear trap to catch butterflies. But many of us are often guilty of trying the same trick when it comes to choosing ways to reach a specific audience with educational information.

We noticed this sage advice in an article prepared for the February Extension Service Review by Extension Editor Hadley Read. Not that there's anything wrong with bear traps, Hadley points out. You just don't use one to catch butterflies. Likewise, newspapers and radio programs are not so useful for telling 4-H Club members how to do project work.

It is necessary, but not always easy, to choose channels for the specific job they can do for a specific audience. For instance, direct mail or some other direct channel may be the best way to instruct 4-H'ers. The ideal way is face to face, but that is not always possible. If you haven't read this article, you might like to look at it.

"Why Farmers Leave Farming"...

This week's packet includes a copy of Harold Guither's Ph.D thesis summary, "Why Farmers Leave Farming." It reports a study of 200 central and northern Illinois farmers who left farming at the end of the 1960 crop year. The report summarizes (1) characteristics of farmers who leave farming, (2) reasons for leaving, and (3) experiences of farmers in shifting from farm to nonfarm occupations.

This report is No. 6 in a series of agricultural communications research reports made in cooperation with the Illinois Agricultural Experiment Station. Harold, head of the media services division in the Extension Editorial Office, passed his final exam for the Ph.D. degree on March 27. 4-18-62

It Says Here . . .

Reference Materials For You...

Through the years our office has produced various types of communication reference material designed to help you develop more effective county information programs. Among these materials are:

1. Communications Handbook. Since we started this series two years ago, we have sent you 60 different handbook items under the various headings. You should each have a handbook with a complete set of units to date.

2. "Getting Information to Farm Families." This 120-page book, published by the College of Agriculture in 1955, contains a wealth of sound, practical information about putting together an effective county information program.

3. "Workbook for Writers." This book contains 38 pages of narrative, examples and work sheets. By reading it through by yourself, you can learn to make your own writing more clear and effective.

We know that county staff members change throughout the years as new extension workers come into the organization. But all advisers and their assistants should at least have the above-listed materials for reference in their offices. If you can't find your copies and would like to have some, a postcard to us will bring them by the next mail.

"For Better Introductions"...

We have brought this popular and useful publication up to date for the first time since it was published in 1958. One version has been prepared for farm adviser use covering the agriculture specialists, and another for home adviser use covering the home economics specialists. You'll find one of these versions in your packet this week.

Your Radio Voice...

Your voice helps determine the effectiveness of your radio presentations. Be natural, friendly and enthusiastic. Use a variety of approaches to avoid a monotonous effect. Use pauses to add effect. Don't read your message--talk it. For other tips on how to use radio most effectively, see Radio--2 in your Communications Handbook.

Feight Visits Union, Randolph...

District V Editor J. J. Feight reports on a recent visit to Union County. He found that both Farm Adviser Charles Glover and Home Adviser Vera Hub have a once-a-week 15-minute program over WRAJ. This program is taped in advance at the station, since it is aired at 5:15 a.m. Both advisers write personal columns and send other material to the local weeklies.

Joe Small, Shirley Whitchurch and Florine McConachie in Randolph concentrate their news efforts on the Sparta Plain Dealer and Chester Herald-Tribune, since they cover the county. All three write personal columns for the papers and are active on radio.

Seminar On Overhead Projection...

At the request of area farm advisers, the Editorial Office will hold a two-hour seminar workshop on overhead projection Monday morning, May 7, starting at 9:30 in Room 424 Mumford Hall, immediately preceding the opening of the May conference for advisers.

If any of you would like to attend this workshop, drop us a card. Because of the size of the room, the number of people we can handle will be limited.

4/25/62

It Says Here . . .

Advertising Extension...

Glen Ash, Richland county farm adviser, and his Extension Council are using new ways and means of telling the extension story. One idea: They put a bulletin rack in the office of two local veterinarians.

The veterinarians were happy to cooperate. They even furnished the pegboard. The rack contains mostly livestock bulletins. The doctors report that they are often able to give a client a feeding bulletin to read and then tell him that correct feeding will prevent many livestock ills.

All concerned are pleased with the results. The Council feels that it is reaching more people with timely information, the doctors like to have the latest research results to put out, and Glenn likes the extra contacts and the good public relations aspect of the idea. In this way, he says, Extension is contacting people that he would never see in his office.

Incidentally, one of the doctors is now on the County Extension Council. Both of them are graduates of the University of Illinois, and one was on the 1949 livestock judging team.

Centennial Folder...

Enclosed in this week's packet is a brown, single-fold leaflet about the Land-Grant Centennial. It is designed to hand out at service club meetings and on other occasions when the attendance is relatively small. Let us know when and how many of these leaflets you need, and we will supply them without cost to you.

5-3-62

Lake County Art Show...

Lake County Farm Adviser Ray T. Nicholas sends a clipping from the Waukegan News-Sun with headlines, three pictures and a story about the Lake County Town and Country Art Show. A picture of the children's exhibit shows Ray and Home Adviser Helen Volk with three of the young fry and their art. The caption points out that Ray and Helen represented the University of Illinois in arranging the show.

Ray says this show is one of their most successful activities for reaching their suburban audience. Many of the show visitors knew little about the Cooperative Extension Service before they saw the exhibits.

Poison Ivy Materials...

Next week we will send you a packet of stories to support your county poison ivy eradication program. Radio and TV stations throughout the state are getting a script aimed at identifying and controlling poison ivy. If your county radio station is getting our College of Agriculture tape service, it will get this week an open-end recording with Ellery Knake. We will accept other requests for this interview. Taped spots--both 20 and 60 seconds--are available to stations on request. TV stations have received filmed spots. A newspaper mat, which might be used as a midsummer reminder, will be available soon. Let us know your wishes.

Poison ivy information has a wide appeal. You can render a real public service by getting all media to attack this problem.

You should also find Exhibits--5 and General Communications--12 for your handbook in this packet.

It Says Here . . .

McHenry Sponsors Dinner...

McHenry County ag agencies recently sponsored a dinner meeting for the public media. Its purpose was to develop a better understanding of each agency's responsibilities and to thank the media for their cooperation.

Farm Adviser Ralph Burnett says this is the second such meeting in the county. Extension started the series last year, but asked an affiliated agency to take over this year's meeting.

Media guests represented five weekly and three daily newspapers, one radio station, one TV station and a free-lance writer. Also present were representatives from 18 agriculturally related agencies and eight vocational agriculture teachers.

Loan Poison Ivy Slides...

Many of you may have other groups in your county who will want to use the filmstrips on poison ivy control. It might be a good idea for you to let them know it's available for loan through your media outlets--radio spots, news stories and personal columns. Or you may be willing to show it to other groups yourself.

Extra sets are available from our office for $1.25 each.

"Who Reads Illinois Research Magazine"..

Included in this week's packet is your copy of Agricultural Communications Research Report #2, "Who Reads Illinois Research Magazine" This report summarizes a study that measured whether or not the College of Agriculture's quarterly research publication was reaching the desired audience, and how well it was being received and liked.

Crawford 4-H'ers In The News...

Crawford County Farm Adviser Boyd Lahr was in this week with some local promotion about a highly successful safety project carried on by the county 4-H federation. More than 150 Crawford County 4-H'ers spent two days of their Easter vacation this year painting bright orange warning signs on all the bridge abutments in the county.

About 24 carloads of boys and girls and a few trucks took part in the project. Maps of all the county roads were provided, and areas were assigned to each club. Fluorescent orange paint was furnished by the county superintendent of highways, enough to paint the warning signs on more than 250 bridges and culvert bannisters. This included all the bridges and culverts on 160 miles of county roads.

The Robinson paper gave good coverage to the event with an advance story and two action pictures and a story in Boyd's personal column as follow-up.

Spray Report On Beeper...

Radio stations now can get the Illinois Spray Service report by beeper telephone direct from Urbana. Here's how it works. Plant pathologist Dwight Powell gathers the information via telephone conference each Thursday noon. Radio editors in our office edit the copy for radio. All the radio station has to do is call Urbana 367-6611, Ext. 3531, on Friday morning between 8:30 and 10:30 and ask for the Beeper Spray Report. We keep the report to three minutes or less, and they record at the other end for replay.

We plan to continue sending the written report to advisers and many other radio stations for its reference value.

5-9-62

It Says Here . . .

IMC Scholarships...

Harold Brinkmeier, Logan FA, and Stanley Sims, Warren FA, will attend school this summer as winners of International Minerals Corporation scholarships for further training in communications. As several advisers have pointed out, with declining farmer interest in and attendance at meetings, it gets more important all the time for advisers to develop communication training and skills to reach more farmers with timely information.

One of the ideas Harold used last year to sell his information to Logan County farmers was that you can't afford to feed $3 soybeans to grasshoppers. As he says, the resulting 1,000 acres of soybeans sprayed saved many fields from serious damage. But, even so, many farmers waited and sprayed too late.

New Radio-TV Letter...

Issue No. 1 of "On The Air," a newsletter for radio and television editors, has just been sent out from our office. J. J. Feight and John Weidert will have the responsibility for getting it out once a month. It is designed to recognize the important role broadcasters play in helping tell the Extension story and to improve relationships and understanding between the College and the stations.

Calendar Ads...

Dick Howell, Perry FA, was in last week with a set of Calendar of Events ads from the DuQuoin Call. Printed without cost, the ads call attention to coming events in Perry County in large display type. Dick likes the idea and says they have a high readership among his farm families.

Editorial Conference...

Members of the Extension Editorial Staff held their annual spring regional conference last Saturday and Sunday at White Pines State Park. Somewhere around 90 of the editorial brethren from the north central regional states attended.

One of the top talks on the program was given by Harold Florea of Watt Publishing Company in Mt. Morris. Among many other interesting things, he expressed the opinion that Extension does not make nearly enough use of the farm press.

He quoted one editor as saying that there is no place where Extension can reach its audience faster than in their own state farm paper. A story here can multiply its effectiveness thousands of times. Better working relations are possible through more detailed planning between editors and Extension workers in timing articles and more frequent exchange of opinions.

In This Packet...

In this week's packet you should find a copy of Agricultural Communications Research Report #3, "A Study of Field Day Booklets." This report summarizes a study of audience readership of booklets given out at the various field days. The report also summarizes reader comprehension scores when original articles were compared with condensed versions of the same.

Also in this packet is Loan Exhibit #12 concerning the "Save Your Soil with Good Practices" exhibit. Curt Eisenmayer, Henderson FA, reports great success with this unit in two banks last month.

5/16/62

It Says Here . . .

"Shorty" Tips by Radio...

Modern radio technique uses short "bits and pieces" to present messages. Listen critically to the next 15-minute newscast over your favorite station and notice how many different places over the world you visit by way of electronics. Or, consider the short, punchy production that goes into commercials these days.

Radio Editor John Weidert says extension workers must also use short, spot announcement types of messages to stay in tune with the times. Example: Jack Mullen, Rock Island FA, uses minute spots daily to back up twice-a-week five-minute segments on one station and a weekly 15-minute segment on another.

And the Cook County telephone answering service seems to be helping meet the special needs of a metropolitan audience for timely spot information. A report from Bill Lomasney, extension consumer information specialist in Chicago, records a total of 16,787 calls over a 50-week period in the Chicago office. This averages 336 calls a week. Other telephone answering service numbers are located in Arlington Heights and Tinley Park.

Make Your Own Titles...

Accurate closeups are easy to get with an inexpensive portrait lens or extension tube attached to a 35 mm. single-lens reflex camera. Such closeups are essential for extension workers who need clever titles, charts and illustrations or small-sized objects to add "impact and spice" to their educational offerings. (From Photography 2--Communications Handbook.)

Rate Column High...

Mason County's FA, Joe Faggetti, surveyed his audience readership recently with a double postcard. Questions were designed to rate the bi-monthly Extension Farm and Home newspage in the Mason County Democrat.

Joe's personal column rated 63% high interest and 25% medium interest by 93% of those sending back the return card. News stories rated 66% high interest and 21% low interest, while the 4-H column drew 44% high and 33% medium interest returns.

Of the farm page's readers, 46% are full-time farmers, 9% part-time and 42% non-farmers. On the farm page readership, 71% of the replies said they read the page regularly, 26% sometimes and 2% never. And 92.8% said they would like the page continued.

Ogle Revises Files...

A rather simple system that essentially follows the annual report form headings is going into effect in the Ogle County Extension office. Field Services Editor Bob Jarnagin met with FA Hugh Fulkerson and AFA Ray Mowers last week to work on a revised filing system.

Here's how it works:

Each major category uses a center-cut file divider. Sub-categories use a 3-cut folder system, plus color-coded tabs. For example, the left cut folders use a gold tab to hold correspondence, the middle cut uses a salmon tab for subject-matter, and the right cut uses a blue tab for miscellaneous.

This is an adaptation of a system that Ed Barnes, District 3 supervisor, worked many years to develop in Richland County. For more information, or help with your filing problems, see your supervisor, or schedule Bob Jarnagin into your county for a personal conference.

5/23/62

It Says Here . . .

Farmer "Minutemen"...

From Logan's FA, Harold Brinkmeier, comes another idea that sounds good to us. Harold uses a "Farmer Minuteman" system that gets information diffused through his county in a hurry.

As he says, "Naturally, we can't run from one end of the county to the other when the armyworms go on a rampage, the greenbugs are eating up the oats, or we need some grasshopper control fast. I call a few people around the county, such as elevator men, seed dealers and others who see lots of people each day and can pass on good information.

"Then in addition I use Farmer Minutemen. For instance, when a few farmers call me from an area with a problem, I have them call a few neighbors, and they in turn some more, and tell them I will be in a certain place at a certain time. We have had some well-attended insect identification classes this way.

"This has saved me a lot of time and expense. The farmers find out what to look for and what to do. As soon as someone sprays, farmers who don't attend the meeting find out pretty fast what is going on. I think this has kept them alert as to what insect damage can do to crops. Many of these farmers have become good bug identifiers themselves."

Wisconsin Communication...

Incidentally, Harold is attending summer session at the University of Wisconsin May 28 to June 15, and is taking the communication class taught by Wisconsin's Maurice White. Harold has agreed to pass on some of his newly acquired communications ideas and skills when he gets back.

5/30/62

A Relaxed Director...

From the evidence at hand, it appears that Associate Director Jack Claar had a relaxed and enjoyable time at the recent President's Occupational Safety Conference in Washington, D.C. The "evidence" is the picture that most of you undoubtedly noticed in the April issue of Extension Service Review, page 87. It is quite possible that Dr. Claar at other moments joined the more serious approach of the other panel members. Another good friend of Illinois extension work in the picture is Marvin Nicol, at far right, assistant general manager of the National Safety Council, former Illinois vo-ag instructor and director of the Illinois Retail Merchants Association in Chicago.

In This Packet...

Enclosed in this week's packet you will find a copy of FES-USDA publication, PA 484, "Making Personal Columns Work for you." This has much good information in it, and many of you will be able to put this info to immediate and good use in your own columns. This publication was prepared by James White, who spent a year in our office in 1956 while working on his master's degree in journalism at the University of Illinois. We suggest that you file it with your Communications Handbook units.

Also enclosed is Agricultural Communications Research Report No. 4, "Audience Inventory for More Effective Communication." This is a summary of a study by Larry Sarbaugh while he was working on his master's degree here. The study was designed to inventory Bond County farm audience characteristics in relation to how much or how little they tested their soil. This information then served as a basis for a communication program to increase adoption of that practice.

It Says Here . . .

County Paper Reaches 900...

More than 900 Edwards County farm families get a copy each week of the Edwards County Farmer, a Purina advertising promotion. It prints Jim's personal column and much other information from our regular news service. Jim feels that it is well read and gives him his widest circulation.

District V Field Editor J. J. Feight, following a recent visit to Jim's office, reports that radio is doing a good job for them too. HA Patricia Mollet is on WFIW, Fairfield, as part of a three-county round-robin, 13-minute segment. Jim shares another 9-minute round-robin segment over WVLN at Olney. Both advisers feel that many farm families listen to both programs.

Also, Tri-County Farm Journal...

Bob Schmerbauch, Wayne FA; Earl Lutz, Gallatin FA; Bill McAllister, White FA; and L. B. Kimmel, Saline FA, all have their personal columns printed in the Tri-County Farm Journal, published once a month by the Carmi Times. This specialized publication advertises a circulation of more than 8,200. The advisers all feel that it has good readership.

Schmerbauch's column is printed in other weeklies. And AFA Clarence Oeth in Wayne writes a club-of-the-month article for the county FB paper, in addition to another regular column.

Wayne HA Jean Wilson shares time on the WFIW round-robin program once a week. She also supplies material each month for the Wayne FB paper in a special News for Women page.

Keep It Simple...

If your information efforts are to have the most effect upon your readers, they must notice, understand, believe in and act upon it. Here are six rules for effective communication from Harry Mayward, nationally known advertising director:

1. Simplicity is the stamp of genius.
2. Superlatives or other bits of improbable nonsense leave only the seducer seduced.
3. The effective copywriter paints pictures in people's minds.
4. The gentle appeal is often the best. Loud talk in advertising usually indicates a poverty of intellect.
5. The exaggerated word or phrase puts most intelligent people on guard and reduces the credibility of the truthful things we say.
6. What we say must fit the listener or reader's frame of reference. It must fit his experience.

In This Week's Packet...

You should find in this week's packet one copy each of General Communications 13, "Bear Trap or Butterfly Net?" and Press 10, "Conducting Personal Interviews," for your Communications Handbook. Also enclosed is Loan Exhibit 13, "A World of Opportunity in Agricultural Engineering."

Speak to Individuals...

On radio, direct your message to the individual, not the group. Use everyday words of one or two syllables.
(Radio #3, Communications Handbook.)

6-6-62

It Says Here . . .

Editor Woodard Visits...

Home economics press editor Janice Woodard visited Madison and Effingham counties recently. She found the home advisers making good use of their public media outlets.

Madison HA Elaine Wendler has a regular weekly news service, including a personal column, that she sends to six weeklies and three daily newspapers. Radio Station WOKZ, Alton, expressed interest in a tape service from Elaine and asked her to make an audition tape for them.

In Effingham, HA Marion Simon takes pictures for the Daily News with a Brownie Hawkeye camera. The News supplies the film and lots of enthusiasm for her efforts. Marion supplies a weekly personal column to two newspapers and has a weekly 12-minute radio program over WCRA in Effingham.

KMOX-TV Show on June 28...

In this week's packet, you will find an exclusive story about "Two American Patriots," a half-hour documentary film to be shown over KMOX-TV, Channel 2, St. Louis, on Thursday, June 28, 9:30-10 p.m. (CDT). This film pays tribute to Jonathan Baldwin Turner and Justin S. Morrill, commemorating the 100th anniversary of the Land-Grant Act. This show is a direct result of April's Land-Grant Week in St. Louis activity in which the Madison, St. Clair and Monroe County extension staffs had a large part.

Advisers in the KMOX-TV viewing area may wish to list this date on their calendars and tell their readers and listeners about it. Others should know about the film, since we will try to get a print for other TV showings later.
6/14/62

Have Personal Column Workshop...

The personal-column-writing business should show a definite upsurge in the St. Clair area after last week's workshop in Belleville. Denver Corn, Marge Heuerman and Tom Jones hosted eight other colleagues on Friday, June 8, for an all-day session of hashing over the ins-and-outs of writing a personal column.

Field services editor Bob Jarnagin served as the master of ceremonies for the informal discussion-type meeting. Truman May, Madison FA, and Glen Sons, district supervisor, provided a solid background of column-writing experience to add many greatly appreciated tips on how to get the job done.

Others attending were Joe Small, Shirley Whitchurch and Florine McConachie, Randolph; Dick Howell and Victor Smith, Perry; and Arlin Obst, Monroe.

Some conclusions: (1) A personal column offers a chance to get important information into print that may be hard to do by any other press method, (2) nearly any column is better than no column at all, (3) personal columns attract high readership and interest, and (4) a constant lookout for column items and some way to file them until the writing hour comes make up the key points in overcoming the inertia problems and the "I don't have time" problem.

"Double Up" on Efforts...

Another adviser time-saver mentioned during the workshop was that information sent out in column form is also usable for your radio programs, sometimes expandable into longer "news" items for newspaper use, makes good reference material to answer phone calls and other such uses. You can afford to spend more time on organized information efforts if you will "double up" on their uses.

It Says Here . . .

Homemakers Learn Information Methods...

County presidents, vice presidents and public information chairmen of the Illinois Homemakers Extension Federation recently learned some of the ways to let the public know about their "new" organization. Ninety-five of the 97 county organizations were represented in the series of 10 public information training meetings.

Jessie Heathman, assistant extension editor, was in charge of the sessions, assisted by Mrs. Don Kelly, Robinson, State Federation Public information chairman. The program was designed to help the county units tell about the name change and other changes through personal contacts, exhibits, news releases, radio and television programs and announcements.

Each of the assistant state leaders attended the meetings held in her district to explain Cooperative Extension Service policies and relationships and to answer questions. Also present were 78 home advisers and 27 of their assistants.

Radio-TV Blanket Illinois...

From the 1960 U.S. Census of Housing comes the information that 93 percent of the occupied dwelling units in Illinois have at least one radio receiver. TV is not far behind, with 90.1 percent saturation.

The figures, in case you are interested, are 3,084,971 dwellings for a total state population of 10,081,158. There are 2,870,271 homes with radio sets and 2,779,704 homes with TV sets. Of the totals, 1,144,379 homes have more than one radio set, and 350,744 homes have more than one TV set.

Eight-Year Column....

FA Mike Sager in Woodford County wrote his first personal column on April 1, 1954. He has written one every week since then.

Mike likes this way of getting timely, factual information to his audiences. He releases the column on Monday and always makes it the same length. "Our Weekly Visit" is published in six weekly newspapers and is often quoted in the Bloomington Pantagraph. In addition, Mike sends it to area radio and TV stations and hears it used over the air by Farmer Bill of WMBD and Dick Herm of WEEK. Both are stations in Peoria with wide farmer listenership in Woodford County.

Some of the county folks on the program planning committee discussed the column at a recent meeting. They showed almost 100 percent readership among them. Other comments have led Mike to believe that many people in his county read the column regularly.

Good Radio Takes Time...

Don't kid yourself--if you want to do good radio, you'll have to spend some time at it. It's only the sadly mistaken amateur who figures he can grab a mike any time and do a bang-up program.

One good way to improve your radio work is to listen critically to your own programs. As you listen, ask yourself, "Is this a program and an individual to whom I would give my attention? If so, how long would I listen, and what would I get out of it that would help me?"... Vermont Information Letter.

(P.S. If you will send one of your tapes to us, we'll be glad to listen and give you a critique on it.)

6-20-62

It Says Here . . .

Loan Exhibit Wins Blue Ribbon...

University of Illinois agricultural engineers have become accustomed to bringing home blue ribbons for the excellence of their extension support projects. This year it was Loan Exhibit #13, "A World of Opportunity in Agricultural Engineering." It is available to you if you want to use it.

LE #13 was given the award at the recent annual meeting of the American Society of Agricultural Engineers in Washington, D. C.

Macon Farmers Visit Iowa...

"All aboard, bus is pulling out!" That was the cry and all seats were full as a cross-country bus left the Decatur-Macon County Fairgrounds on June 20 for the tall corn state of Iowa. (Most of the boys left taller corn at home than they saw in Iowa, comments Macon FA Warren Myers.)

In the democratic way, the group elected a chairman and a treasurer and a go-between man.

First stop was Iowa State University, Ames, where the group visited the agronomy farm. One of the high lights of the trip was the visit to the Robert Garst farm near Coon Rapids. Garst told the farmers that one way to have a swimming pool was to sell the corn and feed the cobs to beef cattle. He also said they could do more fishing if they'd feed grass as pasture instead of putting it up as hay.

"High interest, good education, and talk about where to go next year," says Warren.

Decatur Daily Wants Features...

Don Roberts, city editor of the Decatur Herald and Review, has sent a letter to 18 farm advisers in their central Illinois circulation area, and to Frank Graham, asking for help in developing farm feature stories from this territory.

The Herald and Review is interested in stories with pictures of interesting or unusual ways of farming or farmers. They want to tell their readers about operations they would not read about in the farm magazines. Mike Carr, farm editor of the paper, plus a staff photographer, normally will take care of the stories after the ideas have been accepted. The paper reserves the right to decide what to use and when to use it.

This is good initiative on the part of the Herald and Review, and we should all be on the lookout to help if we can. The paper will greatly appreciate any suggestions any of you might have for good farm feature stories.

Watch Your Radio Copy...

Since you use contractions in your natural speech, use them in your radio copy. It will read easier and sound more natural is you do. Use more formal style to emphasize a point.

Write sentences and paragraphs so that you have space to breath naturally. Keep words and terms simple. Your listeners can't repeat as do newspaper readers. Work on a conversational style of writing and reading your copy. Even though radio is a mass medium, your message should be on a person-to-person basis with your audience.

6/27/62

It Says Here . . .

Mullen Uses Mass Media...

Two daily newspapers and three weeklies in Rock Island county get six local agricultural news items from the farm adviser's desk each week. This material is written so that it may be used as separate articles or in column form, reports FA Jack Mullen.

In addition, the extension office has been preparing daily three-minute spots to be broadcast over KSTT radio, Davenport, alternately at 6:25 and 11:55 a.m. Jack feels that combining radio programing on KSTT and WDLM with a 15-minute Saturday feature at 8:00 a.m. has certainly added awareness of extension work in Rock Island county. Radio news editors at WOC, Davenport; WHBF, Rock Island; and WQUA, Moline, also use the news service regularly.

This mass media program has doubled the requests for extension information and assistance, Jack says. It has created an awareness of what the current community problems are and where to get the educational information needed to help solve them.

Few general mailings are made any more because of the inefficiency of getting at people's problems that way. Instead, more specific interest cards, letters and telephone calls have been directed at farm families and others with specific interests.

In This Week's Packet...

Enclosed you should find Research Report No. 5 telling about an information campaign to increase soil testing in Bond County. It follows up on the audience inventory discussed in Research Report No. 4. Also enclosed is Research Report No. 8, which summarizes a study of why Illinois farm advisers use mass media.

Making Language Work...

Confusion of thought leads to confusion of expression, states Mary Bromage, teacher of writing at University of Michigan. In an article in the Michigan Business Review 3-62, she diagnoses seven symptoms that contribute to ineffective communication. Here is a capsule quote:

1. Violating parallelism--In a series, a writer is able to say the same thing about more than one thing if he keeps his style parallel.

2. Universalizing loosely--Confronted with a sweeping assertion, the reader's human instinct is to search for the faintest possibility of contradicting it.

3. Making incompatible connections--Illogical interrelating of ideas within sentences glares out at the reader after being committed to paper.

4. Indulging in figurative laxity--To do its job, a figure of speech must present one clear picture. A mixed metaphor, with its confusion of image, is like a double exposure on film.

5. Escaping Into Pleasantry-- Most readers prefer the straightforward, time-saving statement to the elaborated pleasantry, the calculated phrase.

6. Pyramiding modifiers--One or two nouns placed on top of other nouns can be surmounted, but what began in moderation to save space becomes a conspicuous block to communicability.

7. Overloading sentences--To compress as much as possible into one sentence is not always the shortest way to get a point across.

7-4-62

It Says Here . . .

Seek to Improve PR...

Winnebago county's extension information program first serves to keep rural people informed on agricultural research and new farming techniques. It also informs non-farm people about the relative importance of the agricultural industry in the national economy.

The problem of good public relations for agriculture is critical in the urban area of Rockford, FA Dick Kerr points out. The hundreds of extension radio programs and news releases and the 4,000 bulletins distributed last year helped to inform the county's 175,000 people.

The Winnebago advisers wrote 104 weekly columns and mailed 490 weekly releases to all news outlets. Much of this material was consumer information, Dick reports. The staff also made 11 appearances over WREX-TV and WISC-TV.

In addition to the releases mailed to all outlets, advisers contact the Rockford reporters each week. The county information program has been growing over the past six years. An evaluation meeting was held with the county editors in January at the request of the Agricultural Extension Council.

Science Show Packet...

This week you should get a special packet of materials for your use in helping us promote the 1962 Farm and Home Science Show. We will do some direct promotion from here through our press and radio-TV services. But we are depending heavily on you to get the people from your county interested in attending. We believe the show will be well worth their time and effort.

Now Hear This...

Inability of people to communicate with one another, with its resulting frustrations, fascinates dramatists, authors and communication specialists. Oddly enough, according to an Institute of Life Insurance release, one of the basic factors in effective communication and understanding is the ability to listen.

As one rhetorician has pointed out, people retain only about 25 percent of what they hear. This statistic emphasizes that listening is a skill well worth developing.

Fast Think, Slow Speak...

One trouble is that people think faster than they speak. The average thought speed is about 400 words a minute compared with about 100 words a minute for average formal speaking (say during a speech).

Here are some simple guidelines to improved your ability to listen:

1. Be alert to find something of interest in what might otherwise be a dull subject.

2. Concentrate on the subject matter under discussion. Try to ignore the speaker's mannerisms, if any.

3. Listen for ideas as well as for facts. Try to fill the gap between your thoughts and the speech by making a short summary of the speaker's points.

4. Do not formulate your own rebuttal while someone else is talking.

5. Do not let emotional speeches affect your own objective reasoning and analytical power.

7-11-62

It Says Here . . .

Editors At Columbus...

Extension editors spent three days last week at Ohio State University taking a look into the future of their work. Theme of their 46th annual conference of the American Association of Agricultural College Editors was "The Next Century of Progress." Like many other operations these days, that of communicating new ideas is changing so fast that it is difficult to look 10 years into the future, much less 100 years. However, speakers on the program made a gallant effort. Mainly, the concern expressed was how to run fast enough to stay where we are in this business.

Illinois Rates High...

Your editors were awarded blue ribbons for excellence in eight categories of editorial services. This was more than any other of the 34 states that submitted entries for judging. Top awards were given in Class II--Educational Leaflets, Class III--Information Training Materials, Class IV--Farm and Home Press Services, Class VII--Series of Black and White Photographs, Class IX--Single Black and White Photograph, Class XI--TV Feature Film, Class XII--TV Spot Announcement, and Class XIV--Educational Periodical.

Second-place awards (red ribbons) were received for Class I--Educational Bulletin, and Class XIII--Educational Circular.

These awards are designed for educational purposes and are judged against standards. States do not compete against each other for top awards, but only to have their entries assessed for doing the job they are supposed to do by competent judges in each field.
7/18/62

Host National HQ...

AAACE's Board of Directors asked the Illinois Extension Editorial Office to serve as national headquarters of the organization for the next two years, effective August 1. We accepted.

Extension Editor Hadley Read will act as office coordinator. He is immediate past president of AAACE and an ex-officio member of the board for one year. Harold Guither will serve as secretary-treasurer of the organization, Bob Jarnagin as editor of ACE magazine, and Dean Nosker as editor of the monthly newsletter. Helen Fry and Su Ann Johnston, editorial assistants, will serve as assistant editors for these two publications.

Honor John Woods For Safety Films...

Extension TV Editor John Woods was one of three AAACE members who won honorable mention awards given by the Farm Film Foundation. John's award for outstanding film production was given for his production and direction of "Hands Off," the safety film on cornpicker safety, and for his leadership in the production of filmed spot announcements for TV.

John Weidert At State Fair...

Radio Editor John Weidert will be at the Illinois State Fair from Monday, August 13, through Friday, August 17. He will be available there to help you make tapes for your local station. Find him at the Junior Department Office.

Let him know immediately what you want in the way of State Fair tapes. Bring your own to Springfield, or send them to him here with complete instructions if you want them sent home. Or he can make beeper recordings direct to your local stations if that works best for you.

It Says Here . . .

Image = ɐgɐmI...

Members of the American Home Economics Association spent one general session at their recent annual conference at Miami Beach on "The Great Image Debate." They are concerned about building a better "image" for home economics, with resultant better public relations.

Several county extension home advisers and state home economics staff members attended the sessions. Jessie Heathman, home economics editor, who represented our office, reported on the image session. Among other things, Walter G. Barlow, president of Opinion Research Corporation, Princeton, New Jersey, said:

"There are many steps to be taken in building a public image and many tools and devices that can be employed. However, there is not enough gold in Fort Knox to do the job successfully unless we start at home base...with members of our own group or organization.

"There must first be understanding, consensus within the group as to what the organization is, its purpose, and the image it wishes to build. Image is the residue in one person's mind...then in the minds of all people."

He also deplored "...too much emphasis on techniques of communication and too little thinking about the fundamentals. Well-conceived and carefully handled public relations can very well be the key that unlocks the door to far greater service, greater support, and continued growth of an organization such as AHEA."

Barlow is a former newspaper reporter who has more recently worked in the fields of research for public relations and development of techniques to measure the corporate image.

Valuable TV Time...

It continues to amaze us how fast the value of public service time adds up on television. Once in a while someone reminds us that this is not "free" time at all. For instance, we have this week an invoice from WFIE-TV, Evansville, Indiana, which shows the value of the television time Channel 14 there devoted to extension information during June.

Actually, the invoice covered only the spots on "Mower Safety" produced by TV Editor John Woods. The 60-second spot was shown 12 times at $62.50 each, and the 20-second spot was shown 10 times at $57 each. The total value of the time was $1,322.40.

"Agriculture, U.S.A."...

We are sending you in this packet one copy of a promotion leaflet on the USDA Centennial film, "Agriculture, U.S.A." It is 29 minutes long and is designed for TV showing or by projector to a group.

We have previewed this film and recommend it for a general audience. The theme is the growth of agriculture in the last 100 years. Place your orders for this film as usual through the Audio-Visual Aids Service, 704 S. 6th, Champaign.

Also In This Packet...

You should also find in this packet two more units for your Communications Handbook, Press 11 -- How to Avoid Foggy Writing, and General Communications 14 -- Preparing a Speech That Says Something.

We are also sending you a copy of Agricultural Communications Research Report No. 9, "100 Illinois Farmers View Their Extension Services."

7-25-62

It Says Here . . .

Communications Awards Program...

We are pleased to announce plans for the 1962 Cooperative Extension Communications Awards Program for farm and home advisers and their assistants. This awards program has been requested by both the planning committee for the Fall Conference of Extension Workers and the Information Advisory Committee of the Illinois State Association of Farm Advisers. We are happy to comply.

This program is more than just a revival of the communications contests we have had in the past. You will notice that the word "contest" does not appear in the title, nor will we use it in talking about the program. Rather, we want to emphasize the educational aspects of the awards. Here's a good chance for each county extension worker to have his communication efforts evaluated by a team of competent judges outside the Extension Editorial Office. Each of you who makes an entry is competing only against standards of excellence set up in advance and plainly printed on the evaluation sheets. It is not the men against the women, or advisers competing against each other.

DEADLINE--SEPTEMBER 7...

Mark the date of Friday, September 7, in red on your calendar now. That's the deadline date for entries. You have more than a month to get ready. Use the enclosed entry blanks. Fill one out for each entry, attach it to the entry and mail it to us at 330 Mumford Hall, Urbana. We will have all entries judged and announce the awards during the annual Fall Extension Conference in October.

Critique For Each Entry...

The educational aspects of the program come with the critique of each entry by the judges. You will be able to find out what the judges think of your work and get suggestions from them on improvement. We also plan to have the entries on exhibit during the fall conference so that you can spend some time looking at them to get further ideas and knowledge.

The Awards...

Awards will consist of blue ribbons for excellence and red ribbons for honorable mention in each class. Each adviser is allowed only one entry in each class, but may enter in all the classes if he or she wishes. We will give special certificates of editorial achievement to those who show evidence of having a strong over-all county information program in operation. Credit toward this award will be based on number of classes entered and excellence of entries.

It All Depends On YOU!...

The relative success of this program will depend on your enthusiastic response. We honestly believe that we can all get a lot of good ideas and knowledge out of such a program.

But you stand to gain much more than we do. We need and ask for your 100 percent cooperation in getting your entries in on time before September 7, and in sending us examples of all the good communication and information work you are doing in the counties. We will then do our best to make the program interesting and informational for you. Remember that it is possible for every entry to take home a blue ribbon.

8/2/62

It Says Here . . .

Extension-Helps Leaflet...

Included in this week's packet is a suggested layout with copy for a single-fold, 4 x 9-inch leaflet designed to help you tell your county people about extension assistance that they can get. Its suggested size makes it easy to slip into an envelope, or you can have it printed for self-mailing if you wish.

Many county offices are now in the process of having their telephone numbers changed, and in some cases their physical location. Under the stimulation of a request by White County FA Bill McAllister, we have reworked into this format some copy that he furnished. It seems like a good time to put something like this together to help you tell your county people about your new office or telephone number. We have also suggested space on the back for you to include the names of your 1962-63 county extension council members.

We will also have a mat or copy proof of the new Cooperative Extension Service sign available to put on the front cover. We'll send that to you as soon as we have it ready, in the next two or three weeks.

Take It to Your Printer...

If you want to have one of these leaflets for your county, take this copy and layout to your local printer. He will help you choose type faces and sizes to use and suggest papers and inks. He will figure cost for you on the basis of your print order.

You are free to change the copy to fit your own county situation and wishes. Will any of you who do have a leaflet such as this made up for your county, please send us a copy for our files? We'd like to keep a record of them.

Muncy's Talk Available...

We have a tape recording of the talk given at the recent State 4-H Leadership Conference by Hugh Muncy, executive secretary of the Illinois Retail Merchants Association, Chicago. Many 4-H Club members and leaders who heard his inspirational discussion have asked for it.

On the tape, Hugh challenges 4-H boys and girls to look ahead to higher education and points out that business will help the older 4-H young people choose their careers. This edited version of his talk is 10:15 long, and carries no introduction or signature. You may use it as you wish, on your own program or at a club meeting. Send your own tape to Jessie Heathman, 330 Mumford Hall, Urbana. There is no charge for dubbing.

F. & H. Science Show Programs...

You received copies of the printed Farm and Home Science Show program in the mail this week. These are for immediate distribution to stimulate the interest of your county people in coming to Urbana either September 7 or 8, or both, to see the exhibits and to visit with the College of Agriculture staff.

Program copies were distributed on a pro rata basis, depending on size of county and distance from Urbana. If you think that you could effectively use a few more copies than you received, we probably can give you some from our reserve supply. Send your request for more copies to 330 Mumford Hall.

In This Packet...

Included in this packet are one copy each of Communications Research Reports 7 and 10.

8/8/62

A SERVICE FOR THE PEOPLE OF COUNTY

The Cooperative Extension Service in County has information and Extension programs available that may be of interest and value to you. All you have to do is ask for it, or take part in the many extension events in your county.

Your county Cooperative Extension Service is the local educational arm of the University of Illinois and its College of Agriculture, cooperating with the U. S. Department of Agriculture and the local people. Its goal is a stronger and more progressive agriculture, a more satisfying life for individuals and families, and a strong community, state and nation.

Your Cooperative Extension Service is available to provide you current information in agriculture, home economics and related subjects. These same subjects are taught to young people through 4-H Club work.

Though many local people contribute to the success of the 4-H Club program in County, this is a program of the Cooperative Extension Service. 4-H Club work is a "Learn By Doing" program carried on by local volunteer club leaders. In 1962, boys and girls were enrolled in local 4-H clubs throughout County. All young people between the ages of 10 and 21 are eligible and are invited to join a 4-H club.

The county extension staff members are staff members of the University of Illinois, and the resources of the University are available to them. Extension staff members in County are:

Farm Adviser--
Home Adviser--
Assistant Farm Adviser--
Assistant Home Adviser--
Extension Secretary--

HOW CAN YOU GET HELP?

1. Telephone--
   The Farm Adviser's office,
   The Home Adviser's office,

2. Visit--
   The Cooperative Extension Service offices located

3. Attend--
   Any of the special meetings, tours, or demonstrations sponsored by the C.E.S. throughout the year.

Please Feel Free to Call on Us at Any Time

The basic over-all objective of the Illinois Cooperative Extension Service is:

Through educational programs in agriculture, home economics and related subjects, to help people, both adults and youth, to solve their problems in a way that is both socially desirable and personally satisfying and to grow in their knowledge and competence as individuals.

County Extension Council

The county council helps the extensions advisers identify local problems, plan annual programs of work, supervise the action program as it develops, and work with the University of Illinois in administering the program.

INFORMATION

AVAILABLE TO YOU

THROUGH

THE COOPERATIVE EXTENSION SERVICE

C. E. S.
symbol

University of Illinois College of Agriculture
U. S. Department of Agriculture
County, Cooperating

It Says Here ...

Landscape Design Series...

We are happy to tell you that the series of 13 television programs on landscape design is proceeding on schedule. Host Bill Nelson and Producer John Woods have finished filming seven of the shows, and the other six will be completed in August. The series is entitled "Landscaping Your Home."

Attached to this letter is a copy of the program subject titles by shows, plus a short explanation of the content of each show. We are also sending each of you a multilithed poster that will give you a small idea what the shows are about. You may use the poster to tell others about the shows.

We've Been Busy...

Meanwhile, if any of you have been feeling shortchanged in the way of technical services this summer, we hasten to point out that production of visuals for this series of TV programs and for the booklet that goes along with them has occupied one artist full time for about three months. Add to that the demands for visuals for State Fair, the Farm and Home Science Show and sundry other more or less routine jobs and you can get a small picture of the way things have been humming lately in the technical services division.

You'll Get Promotion Aids...

We will prepare a special packet of promotion aids for your use as the time approaches actual TV showings next January. We have started to contact nine TV stations that will cover the state if they all take the series. You will be asked to make station visits with us as we get further into the program.

Maybe Viewing Groups...

One of the ideas we have proposed as a way to attract larger viewing audiences for these shows is to organize viewing groups. We have a strong suspicion that most of our audience on the first "go-'round" will consist of ladies. Therefore we put extra high value on the cooperation we need from home advisers. It may be possible that in some areas a practical approach may be to have a special unit meeting at the time of the TV show. We think that most of the stations will air these shows during the daylight hours when it will be difficult for men to watch them. Maybe the first showing will serve as a stimulus for family interest that can be capitalized on later by showing the films in educational meetings when the whole family can be there together.

We'll Sell the Booklet...

Copies of the booklet will be offered for sale on each show. Price will be about $2.00. The units of the booklet follow the sequence of the TV shows so far as content is concerned, so that each unit matches a TV show. They can thus be used as supplemental material for any discussion periods you may wish to schedule after each show. The booklet will also stand by itself as a handy reference.

It is our plan now to have the viewers write either to the TV station or to your office for a copy of the booklet. Orders will then be forwarded here, and we will handle the distribution from the mailing room.

Relative success of this series will depend a lot on you and your promotion locally. We plan to make a more complete report at the Fall Conference. 8/15/62

It Says Here . . .

"From The Student's Viewpoint"...

Don Snodgrass, Rock Island County AFA, has used the film, "College From the Student's Viewpoint," as a family night program for his "Party-A-Month" 4-H Club activity. Don and Rural Go-Getters Club Leader Frank DeKeyrel, Milan, decided the film would be ideal for the six members to see along with their parents.

Parents as well as young people should know about the rural education lag and the opportunities for higher education, Don says. He believes there is a definite place in a county extension program to make urban as well as rural families aware of these opportunities. He thinks that a student-produced film like this one is an excellent way to help do this job. He suggests a short discussion period following showing of the film, with perhaps a college student or recent graduate present to help answer questions.

Nina Bruns, Also...

Older members of the Vermilion County 4-H Photography Project liked "College From the Student's Viewpoint" so well that they asked to have it shown as part of the monthly County 4-H Federation program.

HA Nina Bruns thinks that this film is one of the best possible sources of information for high school boys and girls making up their minds on a college education. She recommends it especially for freshmen, since it gives them some preparation and thinking time. She likes the film for information and inspiration, because it comes from young people themselves.

If you haven't seen this excellent film produced by John Woods, and wish to do so, order it from Audio-Visual Aids Service, 704 South 6th, Champaign.

Pekin Times Covers 4-H Fair...

From Tazewell FA Earl Kingman comes a set of tear sheets from the Pekin Times showing the excellent coverage that esteemed paper gave to the recent county 4-H and Junior Fair. One or two pages of each issue during the fair was chock full of names and pictures.

And from Tazewell HA Doris Esslinger comes a copy of the Illinois Valley Farmer with three full pages of pictures on the county Share-the-Fun contest. We can't ask for much better coverage than 4-H is getting in the tri-county area around Morton.

Blue Ribbon Exhibit...

Frank Lanham, head of the Department of Agricultural Engineering, reports that one of their exhibits was awarded a blue ribbon for excellence in the annual extension exhibits competition of the American Society of Agricultural Engineers. The exhibit is entitled "A World of Opportunity in Agricultural Engineering." It was on display at the recent annual meeting of the society in Washington, D. C.

Among the several people who can share in the plaudits are Errol Rodda, E. F. Olver and Art Muehling of the Ag Engineers, and Vic Stephen, technical services division.

Kessler's Kolyum...

Home economics press editor Janice Woodard reports that Shelby HA Anita Kessler has a weekly column, "As I See It," that she sends to one daily, one biweekly and two weekly newspapers. Anita thinks that she gets lots of help in her extension educational program from newspaper column lineage.

8/22/62

It Says Here . . .

Illinois PO's to Display Publications...

Two Illinois post offices are among 100 test points where 72 government booklets useful to consumers will be displayed and sold for a 90-day period beginning September 1.

They are the Uptown Station, 4850 North Broadway, Chicago, and the main post office, Springfield.

The test offices were selected on the basis of a cross section of the nation's population profile in the 1960 census.

The Post Office Department will have a display table at each test site. Consumers will find envelopes and lists of publications they can order. They can buy coupons to cover the cost and send payment to the Superintendent of Documents.

Public reaction will be analyzed and results presented to the President's Consumer Advisory Council.

Subjects of the booklets include guides to buying, infant and child care, health and safety, foods, clothing, home construction and maintenance, housing and home service, appliances, lawn-trees-shrubs, recreation and miscellaneous.

Costs will range from 10 to 25 cents.

Communication Award Entries...

A few alert farm and home advisers have already sent in entries for the 1962 Extension Communications Award program.

The rest of you still have until September 7 to send in your entries. Each adviser or assistant can make one entry in any or all of the 12 classes set up. These include press, radio and television, photographic, visual and direct-mail services.

If you have your entry ready or have any questions, send them to 330 Mumford Hall, Urbana. Awards will be announced at fall conference in October.

Invite Your Editor To Science Show...

Have you invited your local newspaper editor or radio station program or farm director to the Farm and Home Science Show?

Here's your opportunity to let these people see for themselves the wide range of research and education programs under way at our College of Agriculture.

1963 ADVISER Information Needed...

We here at the editorial office are now hard at work on the 1963 ADVISER, ISAFA publication.

Attached is a form for you to fill out if you wish to make additions or corrections to your biographical information which appeared in the "Who's Who" section of the 1962 ADVISER.

If you have a nickname that you prefer to be called by, indicate it on the form.

Send the attached form to us by September 15.

Unless we hear from you, your biographical information will remain the same as it appeared last year.

Assistants who started since last year's ADVISER came out will receive a special information form from us to fill out.

Agronomy Day At Science Show...

Agronomy Day this year is part of the Farm and Home Science Show. The September 12 date listed in the September SUCCESSFUL FARMING is incorrect.

8/29/62

Name _____

County _____

Biographical Information Changes for the 1963 ADVISER

1. Have you changed your memberships? (Either added new memberships or dropped old ones.) _____

_____

_____

_____

2. Have you changed counties? _____

_____

3. Do you have a nickname you prefer to be called by? _____

4. Other additions _____

_____

_____

_____

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5. Other corrections _____

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Return this form by September 15 to: Extension Editorial Office
330 Mumford Hall
Urbana, Illinois

It Says Here . . .

Extension Programs On WFIW...

WFIW radio station in Fairfield broadcasts an extension program by an area adviser every day of the week. Each Monday's program is given by the Hamilton County farm adviser; Tuesday, Wayne County farm adviser; Wednesday, Edwards County farm adviser; Thursday, Wayne County home adviser; Friday, Edwards County home adviser; Saturday, Wayne and Hamilton County youth assistants alternating.

In addition, WFIW has been using the tape service from the College of Agriculture. It has also been using Illini Home Time, a 14:20 complete program with theme added, twice a week--once on a day when no home adviser is on the air and again on Sunday.

Home economics radio editor Jessie Heathman, who visited WFIW recently in company with Wayne FA Bob Schmerbauch, reports that she sent other available home economics programs to the station for audition and possible future use.

Monday Is "Office Day"...

Bob Schmerbauch says that Monday is "office day" for him, and he advertises it so that his county folks will know. That is the day he records his WFIW program for Tuesday, writes his weekly newspaper column, which is due Tuesday noon, prepares material for the county farm bureau publication, and writes other material for the Southern Illinois Farmer, which is printed by the Carmi Times and is sent to rural mail boxholders only.

Bob and other farm advisers in the area are making plans for Farm-City Week with chambers of commerce in the counties. One project they are promoting calls for town businessmen to trade jobs with farmers in their communities.

Last Call For Entries...

By the time you read this, the official deadline for entries to be submitted in the 1962 Extension Communications Awards program will have passed. However, some of you may not yet have sent in your entries, or may not have brought them to us when you came to Farm and Home Science Show last week. For those who would still like to get samples of their communications efforts in this year's awards program, we have agreed to extend the deadline until Friday, September 15.

We would like to emphasize again that this program is designed to help you get some impartial evaluation of your county information work. It is not a contest in the sense that you are all competing against one another for the best work. Rather, it affords a chance to have your communications materials judged against standards of excellence. The process of evaluation should give both you and us a good opportunity to take a critical look at your work and be as constructive as possible in our criticism. It can be a vital part of our continuous striving for more effective communication.

Remember that it is your program, and its relative success is going to depend on your response.

In This Week's Packet...

In this week's packet is Research Report #13, "Outlook Information: Do Hog-Raisers Get It and Use It?" This 1958 study by James E. Ross measures the knowledge, interpretation and sources of available outlook information of 50 Henry County, Illinois, swine growers. 9/5/62

It Says Here . . .

Plan WTVH Series...

Farm advisers and assistants from 13 central Illinois counties are making plans to cooperate with Dick Herm of Peoria in a series of semiweekly appearances over WTVH, Peoria. A schedule of dates and topics was worked out at an initial planning session in Peoria on September 11.

Dick is expanding his time to a half-hour show six days a week after a year's experience with his type of format. He has become so enthusiastic about the possibilities of TV for telling the extension story that he has offered 5 to 15 minutes of his show to the area advisers. Since WTVH has an effective radius of 50 miles, this offer of cooperation carries with it a large potential rural audience.

Advisers Will Take Turns...

First appearance of advisers under the new plan will be on September 25, when area advisers Frank Graham, Andy Harris and Allan Bouslog go on with Dick to explain the series. From then on, under the proposed rotation plan, each county will be responsible for one appearance about every seven weeks. Selection of topics and program coordination will be handled by the area advisers in cooperation with Dick.

Advance planning and scheduling is important in such a series to avoid unplanned duplication of effort. On the other hand, it may be advisable in some instances to organize two, three or more counties in a coordinated, step-by-step approach to a common area problem, such as grasshopper control or corn storage. Our office will help in both planning and training sessions wherever it can be of service to the advisers.

University And 4-H...

Andy Wicklein, Will County FA, brought us a group of pictures clipped from the Joliet Herald-News covering events at the recent Will County 4-H Show. Andy gets good cooperation from the local paper in the way of coverage of these events in his county. Pictures like these are excellent promotion of the 4-H program in the county, and are particularly good for making the urban audience aware of what 4-H is doing for young people in the county.

We sometimes wonder, however, if we are not missing an excellent chance to tie 4-H Club work in with the University of Illinois as one of its extension-sponsored programs. We seldom see the University mentioned in connection with 4-H. If we do not make the direct tie-in in our promotional efforts, we should not be surprised when our various audiences do not make the connection either.

State Fair Report...

From Jessie Heathman, extension home economics radio editor, comes a report of radio and TV activities in the home economics section of the junior department at the State Fair this year. From this report, it looks as if the junior home economics activities received much local attention.

Jessie reports contacts with 13 different newspapers, five TV stations and four radio stations on direct service. In addition, she made five half-hour programs for WILL and seven features for later use, and made 50 different tape recordings with county people in 28 counties over 33 stations. She recommends that next year we tell stations in advance when their county delegations will be at the fair.

9/12/62

It Says Here ...

Home Ec In Stephenson...

Stephenson County HA Ruth Waterhouse reports that the home economics extension program there enjoys complete news coverage on both adult and 4-H items in two newspapers that cover the county. The weekly Stephenson County Farmer and the daily Freeport Journal-Standard both print from two to three articles each week written by the advisers. In addition, Ruth's information program includes a regular weekly column and radio program geared toward all community homemakers.

The Journal-Standard gets out a two-page edition each year during County 4-H Week, complete with pictures taken by the newspaper's photographer, which covers both home economics and agricultural 4-H very well. This also applies to the county 4-H fair.

Editor Gets Newsletter...

Ruth sends her home economics extension newsletter to the farm editor of the Journal-Standard to keep him aware of scheduled meetings, pertinent information and other items of interest. If he wants further information on any of the topics (which he often does), he calls the extension office. From this source he develops articles on his own. Ruth shows her appreciation for this excellent coverage service by writing letters of appreciation to the editor on occasion, and by telling him so in person whenever the chance presents itself. She also follows a regular format suggested by the paper to make it easier for them to work up the items.

The reward for all this effort is a completely friendly, cooperative spirit between the newspapers and the extension office. It goes without saying that such friendly cooperation can be an ideal situation to exist in any county.

Kendall Gets Special List...

Kendall FA John Jacobs has been trying to get that extra mileage he wants from extension circulars and other publications by making up special mailing lists. One thing he has successfully tried has been to send a double postcard to the county farm bureau mailing list. The return half of the card listed areas of interest that the farmers could check to receive the special mailings.

John says that he has worked up a fine mailing list from this idea. But the most important thing about it to him is that he has some confidence that the items marked on the return card indicate a real interest in the topic that justifies the time and expense for the mailing. He has also used the same mailing list to send timely topics, landscape information, notices of meetings or tours and in some instances such additional information as the 1962 swine management leaflet.

The extension office in Kendall County may not have reached as many people in this way as a blanket coverage system of some kind. But the information sent to persons who had expressed special interest probably is more effective per item sent.

Letter From Wilson...

Speaking of direct-mail letters, we received one this week from Paul Wilson, Livingston FA, inviting us to his fall livestock outlook meeting. We were tempted by the announced charcoal broiled steak dinner to be served. But the important thing is that this way of letting your farmers know about forthcoming meetings can be economically sent to specialized lists of those interested. Paul also included some of the topics to be discussed to further whet their appetites for more information.

9/19/62

It Says Here . . .

Cup Of Coffee Idea...

An idea that was brewed over a cup of coffee wound up this summer in an exhibit at the Decatur-Macon County Fair. This exhibit commemorated the 100th anniversary of the signing of the Land-Grant College Act.

Macon County FA Warren Myers reports the exhibit committee was headed by Bob Craft, a member of the UI College of Agriculture Alumni Association and past county planner. Farm-City committee members and the Extension Council also took part in setting up and manning the exhibit.

Illustrations of the old and the new side-by-side were included in the exhibit. Some equipment dated back to 1800. Most of this came from the Kenney museum. Local equipment dealers furnished the new. One company planted open-pollinated corn beside hybrid corn for an interesting contrast.

Posters showed that it took 900 pounds of feed to market a hog in 12 months in 1880, as compared to 300 pounds to market a hog in 4 months today. The exhibit committee was well pleased with the reaction of viewers.

Salute To Logan Agriculture...

Logan County agriculture should be far better known throughout central Illinois and beyond following publication of a special "Salute to Agriculture" edition of the Lincoln Courier on September 12.

The fine hand of Logan FA Harold Brinkmeier is noticeable in this valuable addition to Illinois agricultural history and achievement. Half of the first page of the special section is devoted to a reproduction of an 1839 land patent.

How's Your Product Information?...

Selling ideas to farmers demands a strong information program.

"Our studies have shown repeatedly that many products are not accompanied by adequate product information," state Drs. George Beal and Joe Bohlen, Iowa State rural sociologists, in a recent issue of Printer's Ink. "Farmers want more specifics all down the line...manufacturers and dealers who recognize this are staying on top in today's competitive market."

Beal and Bohlen find that "farmers with scientific information...will use eight to 10 times more fertilizer than those who try to function without this information."

"Why" Rather Than "How"...

The two Iowa State sociologists also find basic changes in attitudes and behavior of farmers today compared with a few years ago. A major change in attitude is that farm decision-making now is based on economic rationality rather than traditionalism. Today's farmer still has a high regard for independence on one hand, but he also has a new recognition of the need for rationality on the other.

While the farmer tends to cling to traditional things--and may devoutly want to--in the long run he is an immensely practical, realistic and analytical person, the Iowa sociologists report.

--From "At Your Service," Colorado State University.

9/26/62

It Says Here . . .

Radio--The Sound Citizen...

Don't overlook the potential for reaching your audience through radio, says radio editor John Weidert. Surveys show that more than 93 percent of the 10 million people in Illinois listen to radio from 2 to 3 hours a day.

You can reach more people in a single broadcast than you can talk to either singly or in group meetings in a week. Of course, no radio station can guarantee you a built-in audience for farm and home programming. You must build your own. This can be done through good programming. You can justify spending two hours preparing a radio program--the same as you'd do if you were getting ready for a meeting attended by only 10 persons.

Stations Like Extension News...

John has been visiting radio stations this summer, partly on assignment for a research study that Jim Evans is conducting on what farm and home programming stations are doing. John is also busy getting acquainted with farm radio directors so that he can be of more help to advisers in their radio relationships. He has been finding the stations generally enthusiastic about both daily and weekly participation by farm and home advisers and their assistants.

Some stations that do not presently have farm or home advisers on the air say they still want news and informational materials from the advisers. County advisers supplying information to the stations can give it the local touch it needs that we can't supply from here.

If you are not doing any broadcasting now, but have been thinking about it and would like our help to get started, arrange a date and we will be out to visit the stations with you.

Tape Service Growing...

We have recently added three more stations to our weekly tape service mailing list to bring it up to a total of 56. The new stations are WINI, Murphysboro; WIOK, Normal; and WBBY, Wood River. The tape service now includes five interviews with agricultural extension specialists each week. Each interview usually runs from 3 to 5 minutes.

You may want to tie in your local radio efforts with these tapes. If you think of some service we are not now providing that will help your local programming, let us know and we will do all we can to give you the help you need.

Spots, Rather Than Blocks...

John has found in his travels that many radio stations have gone from the older block type of programming in 15-minute or half-hour segments to a spot format. This means that they have a need for short (1- and 2-minute) tapes. County advisers are in a remarkably good position to supply some of these short items.

One way you can make short tapes on timely subjects is to record them in your own office. You can ask visitors to talk with you about their questions for 3 to 5 minutes, or you can discuss timely topics alone. Another way to handle short items is by beeper phone to the station. If you haven't tried this method, why not talk to your radio farm director about it. All you have to do is call the station, tell them you have a telephone report, wait for the signal that the beeper is on and say what you have to say.

John points out that there is still a definite place in the broadcasting picture for longer programs. So don't overlook any possibilities there.

10/3/62

It Says Here . . .

Fulton Centennial...

From Leo Sharp, Fulton County FA, comes a copy of the special September 26 edition of the Lewistown News commemorating the USDA and Land-Grant Act centennials.

Leo was general chairman of activities scheduled for Saturday, September 29, that included an afternoon parade, all-day displays and an evening home-talent show and pageant to celebrate "100 Years of Agriculture...Past, Present and Future."

Special Displays...

Among the many interesting exhibits at the fairgrounds were an electronic oven, the University of Illinois automatic farm feed-handling display and a live display showing the various beef, pork and lamb cuts.

A feature of the parade was a section made up of men, women and children in centennial dress. Each participant in the parade received a special centennial ribbon.

Pageant Winds It Up...

Final event of the day was a historical pageant tracing 100 years of agricultural and homemaking progress in Fulton County and over the nation. Scenes showing this progress were complete with narration and musical background.

Leo reports that the program was highly successful. It was sponsored as a joint activity of the agricultural and home economics extension councils. Others who took part in planning and conducting the centennial show included the 4-H Federation, 4-H leaders, the extension-sponsored Fulton Couple's Club, Farm Bureau and both vocational agriculture and home economics teachers with their FFA and FHA chapters.

Carolyn's Colyum...

With only one weekly newspaper in the county and no radio stations, Jasper County HA Carolyn Swope has come to rely on her personal column for larger public extension informational contact than her unit meeting schedule. In addition to her "On The Home Front" column, Carolyn also furnishes news and information releases to the Newton Press-Mentor.

In a recent county visit with Carolyn, home economics press editor Janice Woodard discussed the possibility of getting more pictures in the paper as a way of extending the press services. Another possibility is a frequent appearance on WIHI-TV, Terre Haute, with Jim Ray, the farm program director there.

Marian, Too...

Mrs. Marian Paddick, Lawrence County HA, also relies heavily on her personal column to three weeklies and one daily to supplement her regular news service. She also has a regular radio program on WAKO, Lawrenceville, from 12:30 to 12:45 each Wednesday. Marian usually takes a guest with her on her program. This summer she included at least one 4-H member from each of the county's 17 home economics 4-H clubs.

Use Local Names...

People like to read about other people--especially people they know personally. Lack of personal names is the great weakness in the subject-matter farm and home fill-in stories that you get from our office. We can present the facts as the specialists give them to us. But it will be up to you to make them more effective and interesting by weaving in a local situation and local names.--Press 5, Communications Handbook.

10/10/62

It Says Here . . .

District 5 Workshop...

Nine farm advisers and assistants and one home adviser from six counties in District 5 met October 10 in Carmi for an all-day workshop on personal columns, photography and radio.

Present were FA Bill McAllister and AFA Tom Ewbank of the host county; FA Bob Schmerbauch and AFA Clarence Oeth, Wayne; FA Earl Lutz and HA Barbara Brosman, Gallatin; FA Jim McCurdy, Edwards, FA Charles Engelhardt, Wabash; FA Don Lee and AFA Ken Bolen, Jefferson; and Assistant State Leader Harold Gordon, who arranged the meeting.

District 5 Field Editor J. J. Feight, Photography Editor Jack Everly and Field Services Editor Bob Jarnagin served as resource specialists.

Give and Take...

Emphasis during the day was on helping the county staff search out some of the answers to their communication problems. About half of the time was taken up with more or less formal presentation by the information specialists; the remaining time was devoted to answering specific questions in informal discussions.

For instance, the advisers had a chance to take a critical look at their own and other personal columns during the morning session. In the afternoon, they used Polaroid cameras for actual picture-taking assignments that they later critiqued. And in the evening they heard some of their own radio programs. Program Director Bill Baker of WROY, Carmi, was on hand during the evening to explain his station's programming policies and take part in the tape critique.

Other adviser groups interested in a similar session may make arrangements through their district supervisors.

Communication Awards...

Certificates for achievement in at least one class of the 1962 Extension Communications Awards Program were given to 13 advisers and assistants at the annual fall conference dinner October 18.

Those receiving certificates included Del Dahl, Stephenson; James Fizzell, Cook; E. E. Golden, DeKalb; Vera Hub, Union; Byron Hutchins, Carroll; Kenneth Imig, Iroquois; Donald Kuhlman, Montgomery; Warren Myers, Macon; John Revell, Marshall-Putnam; Robert Schmerbauch, Wayne; Stanley Sims, Warren; Barbara Strunk, Hancock; and Andy Wicklein, Will. Our congratulations to these top award winners for their excellent communication efforts as witnessed by their entries in the evaluation program.

In brief summary 32 different advisers or assistants made 87 entries in this year's awards program. This is about a 10 percent representation from the total county staff. It is fair, but it could be better. We have tried to remove the contest aspects from this program and confine it to worthwhile evaluation. It seems to us that each one of you could derive some benefit from submitting your communication efforts for impartial judging and summary of judges' comments. We are trying to make this an educational program for you.

Judges Were Tough...

As you can see by the results, the judges confined the achievement awards to those entries that rated according to the standards set up in advance. Only 23 of the 87 entries earned the top award. We sincerely hope that you will accept the judges' criticisms in the spirit of helpfulness in which they were given and be back next year with renewed effort and more achievement entries.

10/17/62

It Says Here . . .

Order Slide Sets by Nov. 15...

Attached is your order form for the four new mass-produced slide sets. You saw two of them presented at the Fall Conference last week and were told about others to come. We will send you film report sheets on them as soon as art work is available. Meanwhile, so there is no holdup on orders if you want them right away, here is a brief description of each:

1. Tractor Safety Is Your Responsibility

This 35-frame set in black and white uses all art work to tell its tractor safety story. Good for adult farm audiences involving both husband and wife.

2. Greater Opportunities Through 4-H

This is the 36-frame color set that George Daigh presented at Fall Conference. It is general-purpose, designed for all audiences interested in 4-H. In support is the handout, "General Information About 4-H Club Work in Illinois."

3. Successful Alfalfa Production in Illinois

Bill Pardee presented this 36-frame color set at Fall Conference. Here is the latest alfalfa production information available for Illinois farmers, to go with supporting literature already produced by the interdepartmental forage committee.

4. Harvesting, Storing and Feeding Roughages

Latest information on getting highest returns from forage production for livestock growers in this 35-frame color production.

How to Order...

Notify the person responsible for your county extension visual library what your needs are and have him order by November 15 the slide sets that will reenforce your county program. You will not get a set unless you order it.

Production orders for the number of requests received will be sent to the processor by November 19. All requests from one county will be shipped together. You can expect delivery of your sets about December 15.

Return the attached form to Jack Everly if you want to take advantage of the mass-produced slide set price. These four will be sent to you without charge.

Marshall-Putnam Uses Exhibit...

The Marshall-Putnam County agricultural extension service is making an all-out effort to convince people to "Save Your Soil With Good Practices." Every bank in the county has agreed to display loan exhibit #12 in its lobby for one week.

At the end of 11 weeks, FA Don McLaughlin and AFA John Revell hope to have reached a large proportion of their county people. At least, that's what they're banking on, if you'll excuse the pun.

This is an excellent example of the possibilities of using these loan exhibits locally. Do you see any similar opportunities in your county?

In This Week's Packet...

You should find in your packet of materials this week copies of Loan Exhibits #14 on Soil Testing and #15 on IFYE and How It Works.

These loan exhibits are for your use and can be effective educational aids in the right spots. Just get your name on the schedule for those you want by writing to Vic Stephen at the Old Agronomy Storehouse, Urbana.

10/24/62

ORDER FORM FOR SLIDE SETS

Send to: Jack Everly
330 Mumford Hall
Urbana, Illinois

We would like to order the following slide sets for our county visual library:

_____1. Tractor Safety Is Your Responsibility

_____2. Greater Opportunities Through 4-H.

_____3. Successful Alfalfa Production in Illinois.

_____4. Harvesting, Storing and Feeding Roughages.

_____

_____

_____

leases for the past year. The letter told the papers about the communications award presented at the fall conference and said that the recognition would not have been possible without publication of the releases. It expressed the appreciation of the Will County Agricultural Extension Service and said that some of the honor should go to the newspaper.

Andy reports that the newspapers seemed as pleased with the recognition as he and Joe were.

Once in a long while we get some indication of how valuable the cooperation of the state's public media is to the extension educational program--for example, when a TV station sends us a cost account of the time it gives to our programs. But it never hurts to let the editors know we understand the high value of their cooperation.

10/31/62

logical rather than haphazard fashion, (2) file each item carefully, with adequate cross-indexing and (3) learn to look into several file drawers, not just one, when you're searching for a lost item.

One explanation for many of the memory troubles that people experience during and after middle age, Dr. Birren says, is that their filing systems are so large that they have trouble laying hands on a particular item in a hurry. Many of the things we forget have never really been learned in the sense of fitting them into a well-organized filing system.

The moral is this: If you're remembering the kinds of things you really need to remember, don't worry about a poor memory for other things.

If your memory problems are confined to lost hats and forgotten luncheon dates, Dr. Birren's advice is to get a good secretary and stop worrying about it. (From Notes and Quotes.)

It Says Here . . .

Extension Emblem...

In your packet last week, we sent you a sheet of offset prints of the new Cooperative Extension emblem in black and white. As indicated on the sheet, these are for your use in having plates or engravings made for your printing needs. However, they may not be the exact size you want. Remember that your printer can have them enlarged or reduced in the engraving process to fit your needs. These are designed to fit one-half, one- and two-column newspaper widths in the most common measurements.

A Good Idea...

We'd like to pass on to you an excellent bit of good public relations work by Andy Wicklein and Joe Jopek in Will County. A note to us from Andy enclosed a short letter they had sent to the county newspapers that had printed their releases for the past year. The letter told the papers about the communications award presented at the fall conference and said that the recognition would not have been possible without publication of the releases. It expressed the appreciation of the Will County Agricultural Extension Service and said that some of the honor should go to the newspaper.

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10/31/62

In This Packet...

We are sending you this week two promotion folders on USDA centennial films. One is "Alice in Numberland," the other "The REA Story." Both are available for local showing through the Audio-Visual Service, 704 S. 6th St., Champaign. You can schedule them into your county for appraisal for possible later use if you wish.

Organize Your Mental File...

From Dr. James E. Birren, chief, section on aging, National Institute of Mental Health, comes some advice on how to keep your memory young.

Your memory is like a vast filing system, he says. It will serve you well--at any age--if you do these three things: (1) organize your mental files in a logical rather than haphazard fashion, (2) file each item carefully, with adequate cross-indexing and (3) learn to look into several file drawers, not just one, when you're searching for a lost item.

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If your memory problems are confined to lost hats and forgotten luncheon dates, Dr. Birren's advice is to get a good secretary and stop worrying about it. (From Notes and Quotes.)

It Says Here . . .

Firm Gets Award Of Excellence...

Photographic Editor Jack Everly is in Washington, D.C., this week to accept an Award of Excellence for "Wheel Chair Kitchen." Jack directed and produced this 5-minute black and white sound film designed to benefit handicapped women. The award was given as part of the Centennial Film Festival of Agriculture.

Material for this film was taken from the research project directed by Helen McCullough, associate professor of home economics, emerita, with the cooperation of Timothy J. Nugent, director of the Rehabilitation Center at the University of Illinois.

Home Economics Extension Radio-TV Editor Jessie Heathman wrote the script. Miss Catherine Neimeyer, a graduate student in institution management, is the star on wheels who narrates the story.

New Emblem On DeKalb Program...

From DeKalb HA Deloris Gregory comes a copy of the DeKalb County Home Economics Extension Program for 1962-63. Its orange and blue cover on white paper features the new cooperative Extension Service symbol. Makes it look right pretty, too.

Other similar county booklets that we have received copies of so far include one from DuPage HA Elsie Butler and one from McHenry FA Ralph Burnett. Both of these announce addresses and telephone numbers of the county extension offices involved, with explanations of what the Cooperative Extension Service is and what it can do for local people.
11/8/62

Order Forms Back...

Congratulations are in order for all but six counties that returned their order forms for one or more copies of the slide sets we told you about a couple of weeks ago. By the end of next week or by the November 15 deadline, we may have heard from every county.

As we said, production orders to fill requests received will be sent to the processor by November 19. You can expect delivery about December 15. We expect to have film report sheets covering these sets in the mail to you by next week.

Janice Visits...

Home Economics Press Editor Janice Woodard recently visited three more counties in her trips out in the state to discuss information programs with county home advisers.

In Calhoun, Janice found that HA Agnes Simon has a weekly radio program over WJBM, Jerseyville, called "Tri-County Extension Report" and shared with Greene and Jersey counties. Agnes rarely does this program live, but usually puts it on the studio's tape in her office.

Ludene Hargis in Jersey County is new on the job, but she and Janice made plans with Farm Director Bob Skibbe of WJBM for an interview before she starts her regular weekly radio program.

And Genevieve Farrell in Cumberland County has regular radio programs twice a month on WCRA, Effingham, and WLBH, Mattoon, both of these on Tuesdays for 13 minutes. She also has a regular news service to the three weeklies in her county, and plans to do a TV show over WTHI, Terre Haute, November 12, on the Jim Ray show.

It Says Here . . .

Farm Page Works Well...

Many DeKalb County folks seem to be pleased with the regular weekly farm page started by the DeKalb Chronicle on April 7, 1961. FA Al Golden estimates that 90 percent of the county's farmers read the page, and those who do not are not subscribers. As the saying goes, nearly everyone in DeKalb County reads the Chronicle.

Reactions from townsfolk about items published on the farm page lead Al to believe that many urbanites also read it.

Readers report they like the farm page because of its timely, up-to-date information that helps them do a better job of farming and family living. The paper likes the page, since it helps them maintain better public relations with agricultural and related businesses. The merchants like it because it keeps them posted on what's going on in agriculture.

A Better Image...

One thing that the farm page has accomplished in DeKalb County, Al believes, is that it has helped to build a better image for the University of Illinois, the College of Agriculture and the Cooperative Extension Service. It has introduced new ideas to help others, and it has shown farmers how to adopt new methods to make their operations easier, better and more profitable.

Subject matter includes advisers' personal columns, other local stories and pictures, Larry Simerl's Outlook Letter, insect notes and timely releases from the College of Agriculture. The advisers furnish most of the material, although the paper will send a photographer, on special occasions.
11/15/62

Good Radio Cooperation, Too...

Radio Station WLBK, DeKalb, and its manager, George C. Biggar, have practically offered Extension a key to the station. This situation is similar to other counties in which the adviser is for all purposes the radio station's farm director.

The farm adviser has a Wednesday and Friday farm-hour program over WLBK, and Associate FA Dave Myatt has a 4-H and youth program twice a month. The home advisers share equal radio time.

The station also uses the College's tape service and other Extension releases every day. The recent communications survey that Al made showed that 67 percent of the farm families in the county listened to the "Farm Hour."

How And When?...

With such excellent public media support as this to back him, Al believes that he spends some of his best time preparing materials for the newspaper and radio station. But as so many advisers wonder, when do you find time to do the kind of job you know needs to be done? Many pictures go untaken and good stories go unwritten because of the pressure of office calls, farm visits, meetings and other work. Somehow the job needs to be done.

Al thinks that the farm page and the radio cooperation have come about through knowing the editors and managers and building good relationships with them. Whenever the chance affords, the DeKalb advisers take the farm editor into the county with them to maintain the good relations and to talk over the agricultural situation. Whatever time is given to it, Al feels that public communication is some of the most productive in the county program.

It Says Here . . .

Landscaping in Home Stretch...

You will be interested to know that the series of television shows on landscape design is racing pell-mell down the home stretch. All 13 half-hour shows have been completed and are on video tape "in the can." Film transfers (kinescopes) are now in the processing stage, and Bill Nelson and John Woods are busy filming promotional spots to be tacked on the end of each show.

Art work on the last chapter of the "Landscaping Your Home" book to go along with the shows is being finished as this is written. Adrian Janes, Dick Moores and Bill Nelson are striving mightily to meet the January 2 deadline for publication. Farm and home advisers will receive copies from the first press run.

Promotional Materials...

We are preparing a packet of materials designed to help you promote the landscaping series in your counties. It will include a leaflet that will help tell potential viewers what the shows are about. It will also include a poster, fill-in stories for newspaper and radio use, and a set of suggestions for forming viewing groups and guides to help the discussions that will follow the shows. We intend to have these packets of supporting materials in the mail to you around December 1, giving you a month to disseminate the information before the first show goes on the air.

We will send each farm adviser one poster and each home adviser five posters to be placed for maximum exposure. You may order more if that is not enough for your county.

From Our Office...

Additional promotion from our office will include a series of 13 news releases, one a week to weekly and daily papers starting January 7. We are also planning to send some special packets to Sunday supplements and to Prairie Farmer magazine on that date prepared by J. J. Feight.

John Weidert is working on a series of 13 fifteen-minute radio programs to be released next spring that will parallel the TV series in subject matter. We will also release a series of 13 five-minute interviews for radio use and a series of spot announcements to support the programs.

Help From Others...

Illinois Garden Club members will be alerted by club presidents, who will be given supporting materials of leaflets and posters. A check shows that 200 of 288 such clubs are in the Chicago area. We suggest that home advisers who are members of garden clubs or who have one in their area contact the club president to coordinate promotional efforts.

We are also working to reach potential viewers through the Illinois State Nurserymen's Association.

The Premiere...

First showing of the TV series is set for 9:30 a.m. Wednesday, January 2, over WCIA, Champaign, Channel 3, and WMBD-TV, Peoria, Channel 31. We sincerely hope that as many of you as possible in central Illinois whose TV viewers watch either of these stations will do all you can to stimulate the interest of the audience in watching the shows. Other showing dates are not yet confirmed.

11/21/62

It Says Here . . .

A Plug Already...

First plug we have seen from the counties on the forthcoming landscape design series of television shows comes from Warren County. Warren FA Stanley Sims and HA Mary Husted included a picture of a brand-new home in the Warren County Farm Bureau News November issue that hit our desk last week.

The caption under the picture points out that landscaping is an important part of building new homes and remodeling old ones. It goes on to announce the TV series starting in January and the availability of the supporting book, "Landscaping Your Home."

Anyone interested in landscaping should contact either the farm or home adviser's office, they say.

Local promotional tie-ins like this will give potential viewers some of the best motivation for watching. First, they must know about the TV series, and then they must want to watch it.

Book Contains Subject Matter...

While each TV show in the series will stand alone so far as subject matter is concerned, the book will contain much more detail, along with work sheets that the viewers and other readers can work out for themselves.

Each chapter in the book corresponds in subject matter to a TV show. Also included is a list of Illinois plant materials giving plant characteristics and environmental requirements that can provide an excellent check-off list to any potential plant buyer.

The book will also give you an excellent viewing group reference guide for use in subsequent meetings on landscape design.

Home Defense Stories...

You will find in this week's packet a series of six stories for newspaper and radio use on rural civil defense readiness from Safety Specialist Ordie Hogsett. Recent international developments seem to have stirred up much more interest in civil defense than previously. You may find use for these stories in connection with civil defense activities in your county.

Help, Help!...

We have lost some folding tables.

Attached to this issue of ISH you will find an illustrated circular letter from Visuals Specialist Vic Stephen concerning some folding tables that are not presently available for inventory. We don't know where they are, and we thought it possible that some of them might have wandered into the counties and that you might know their whereabouts. If you do, we'd like to get them located again.

Incidentally, we cannot resist the temptation to point out to you how effective simple illustration can be. All it takes is a little imagination and a pencil on a ditto stencil or a stylus on a mimeograph stencil.

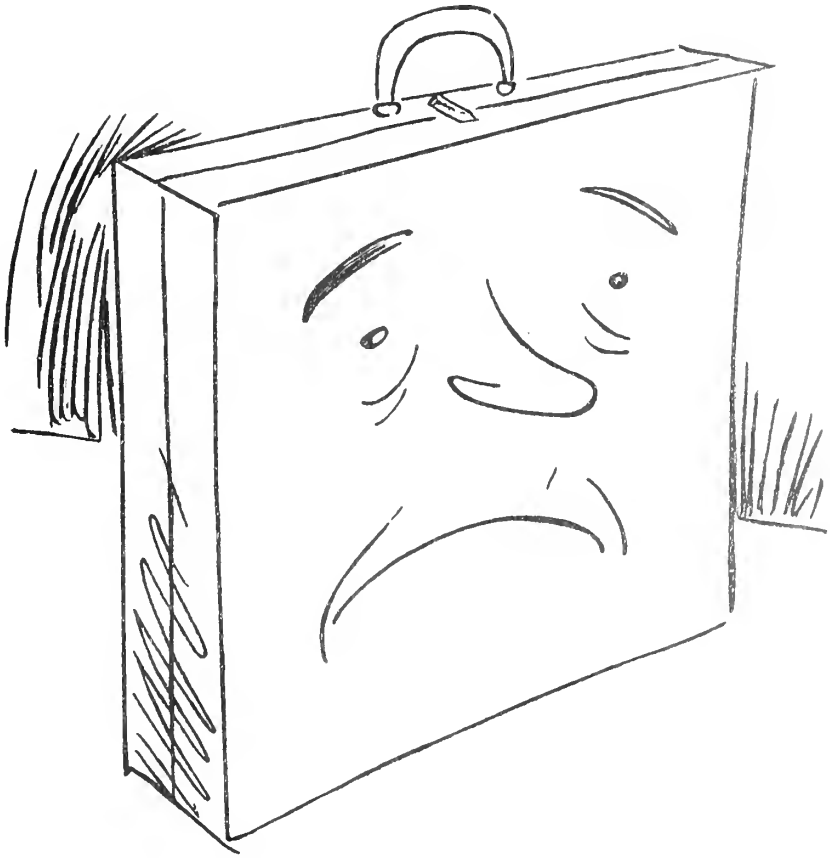
Now we'll have to admit that these ideas are not necessarily easy to come by, or that the doing is as easy as the telling. But we do think you'll have to admit that it doesn't take too much in the way of artistic talent to help attract attention and get your ideas across with a simple illustration or two.

We'd look with high favor on entries like this in next year's communications awards program if we have one!!

Applied imagination means breaking away from tradition. 11/28/62

REWARD!

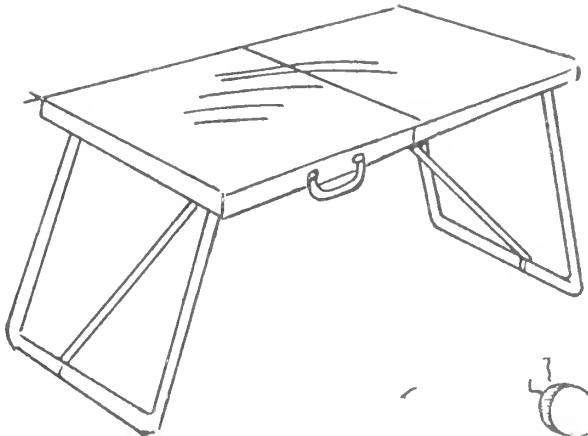
for information leading to the location of 10 green folding tables belonging to the Extension Editorial Office. The U. of I. inventory numbers are: 193128 - 193130 - 193134 - 193137 - 193139 - 193140 - 193142 - 193147 - 193148 - 193150...



MISSING

...We have to locate them to complete the yearly inventory. If you have any information on the whereabouts of any of them, please call 333-2404. The reward you'll earn is our heart-felt thanks.

Victor R. Stephen
Extension Editorial Office
Old Agronomy Storehouse
Urbana, Illinois



A Visual Bonus!

Attached are three color slides that we thought you might find useful in your winter meetings. We have had many requests for the new extension emblem on a slide. The chance to mass-produce it came this fall when photo editor Jack Everly tied it onto one of the mass-produced slide sets now being prepared for you. Share the emblem with those on the county staff who need it. Log the slides into your county extension visual library. Watch for Communication Handbook units that will be mailed to you soon on how to file individual color slides. If you need general slides of this type that could be used in every county, let us know. We might be able to help all by mass-producing your suggestions.

It Says Here . . .

Talk About Pictures...

Photography Editor Jack Everly met with District II farm advisers and assistants recently in Monmouth for a session on taking better pictures. Attending were Phil Farris and Ron Fink, Mercer; Stan Sims and Richard Ash, Warren; Curt Eisenmayer, Henderson; Ray Rendleman, Hancock; Lance Humphreys, Henry; Charles Orcutt, Knox; Harry Wright, Fulton; Walter Griffith, McDonough; and George Perisho, Peoria.

Work on Flash Problems...

None of the advisers had any particular problems with either old or new equipment when they took pictures outdoors in good sunlight. But one common problem seemed to be with flash pictures. For instance, underexposed flash negatives and muddy prints that result from them do not reproduce well. Part of the trouble stemmed from using the small AG-1 or equivalent flashbulb in the new fan-shaped Heiland flash unit.

Since reflectors are available in many sizes, shapes and finishes to fit different needs, it is impossible for any manufacturer to furnish flash guide numbers to fit them all. The AG-1 maker usually puts out a guide number for the small 2-inch reflector that is especially designed for that bulb. If you use this AG-1 guide number and bulb with the Heiland flash unit, you should open up 1 to 1 1/2 f-stops for correct exposure. Jack says that you may have to experiment some to calibrate your own equipment for the film, flash unit, and bulbs you use, just as the farmer must calibrate his corn planter for best results.

12/6/62

How to Calibrate Flash Units...

Jack suggested to the advisers that they might standardize with M5 flashbulbs with Verichrome Pan film, and M5B flashbulbs with Kodachrome II. When you calibrate your equipment, remember that the calibrated guide number = f-stop distance. Using a subject in a normally lighted room, set up your camera exactly 10 feet away to make computation easy. Divide 10 feet into the manufacturer's guide number to find the suggested f-stop.

Shoot one exposure at this setting, another one full f-stop above and a third one f-stop below this number. Then, when the negatives or transparencies come back, see which f-stop gave the best exposure. Multiply the best f-stop by 10 to get your new calibrated guide number that will work for the same shutter speed, film, and bulbs at any distance.

Three flashbulbs at three different exposures will usually be enough to calibrate your equipment. This is a small price to pay for good flash exposures, Jack believes.

Add Poplar Bluff Station...

A telephone call this week to John Woods confirmed that KPOB-TV, Poplar Bluff, Missouri, would simulcast the landscaping shows with WSIL, Harrisburg, on Wednesdays at 10:30 a.m., starting January 2. This involves no extra effort or cost on our part and may reach part of the southwestern Illinois viewing area, in addition to several Missouri counties.

In This Packet...

In this packet you'll find three color slides that we hope you'll find useful as additions to your local slide sets.

It Says Here . . .

Surprise For Shirley...

Shirley Whitchurch, Randolph HA, had decided that she would dedicate her last daily radio show, November 28, on WHCO, Sparta, to the women of her county. She would call it Randolph County Homemakers Extension Association Day, before she transferred to Franklin County on December 1.

However, unbeknownst to her, Station Manager Jack Scheper decided that day should be designated Shirley Whitchurch Day, and he solicited the help of folks throughout the county.

Mayors, Others Have Statements...

Manager Scheper asked Mayor Robert Vermillion of Sparta and other mayors in the county to record statements about Shirley's work. Farm Adviser Joe Small recorded statements on his office recorder from others including members of both county extension councils. The manager also alerted county newspapers.

Shirley opened her program as usual on November 28 with a salute to the women of the county. Then she was cut off, and from another studio came the announcement by Mayor Vermillion that this was Shirley Whitchurch Day. The rest of the program was filled with recorded comments about the development of the home economics extension program in Randolph County during Shirley's four years as home adviser.

Every newscast the rest of the day carried one of the recorded statements by mayors and others. Recorded comments were played at every station break, including many that came in during the day by telephone.

To cap it all, members of the WHCO staff gave Shirley an engraved desk set as a parting memento for her good work.

Al Writes For Extension...

We'd like to call your attention to the November issue of the Extension Service Review, page 236. You'll find there an article about the DeKalb County public affairs education program written by Farm Adviser Al Golden.

One of the main features of the story was a report on the school drop-out survey made as a part of the special public affairs project that DeKalb County took part in a couple of years ago. The huge task of getting 4,000 students to answer a questionnaire was made much easier by involving the county school superintendents in the project. When they found their own interests involved, they gladly helped. And therein lies the moral to the tale.

In This Week's Packet...

You should find this week a copy of Visuals 11 unit for your Communications Handbook, "Identify Your Office With a Well-Mounted Sign." This unit offers several alternative ways to hang the new metal sign that identifies the Cooperative Extension Service.

Assistant Director Del Murphy tells us that the supervisors will be bringing your signs out to you soon. Watch for details of the plan in the next issue of the Director's letter.

Also in this packet you will find a brochure on "Agricultural Lifelines," a new 13-minute color film issued by the U.S.D.A. as a centennial year production. You can order the film through the Audio-Visuals Service, 704 S. 6th, Champaign, as usual. We have previewed it and believe that you may have some use for it in helping tell the story of agriculture.

12/12/62

It Says Here . . .

Lots Of Good 4-H Coverage...

A fat package of newspaper clippings this week from the Illinois Retail Merchants Association shows what a good job all of you did in promoting the State 4-H Leaders' Recognition Day program in Springfield last month. All of you who spent some extra time and effort in this local promotional event are to be congratulated.

This is only a partial report, since the clippings were not all in when this package was sent to us. However, most of the 47 counties reporting so far had clippings from more than one paper in their county. Cook County included clippings from 14 different papers. And the printed information from 18 counties included pictures of the local delegation at the Recognition Day program.

Other Exhibit Publications...

You recently received in your packet a copy of Communications Handbook Unit, Exhibits 6, "Tell Your Story With a 4-H Window Display." Here are some other publications about making and using exhibits that you might want to send for:

Exhibits ThatGet Action. John Behrens, National 4-H News, 59 E. Van Buren St., Chicago 5, Ill. (8 pages, $8\frac{1}{2}$ x 11), 15 cents.

Use Exhibits and Posters as Aids in Improving Teenage Nutrition. Federal Extension Service, Washington 25, D.C. Circular 4-H-36 (3-61) (16 pages, $8\frac{1}{2}$ x 11), free.

What to Know About Posters, Booths and Floats. Deloris Clouse, Extension Service, College of Agriculture, University of Nebraska, Lincoln 3. (12 pages, $8\frac{1}{2}$ x 11), free.

Let's Do a Window Exhibit. Duane Nelson, FES, Washington 25, D.C., free.
12/20/62

Landscaping TV Promos...

This week we are sending you the promotion packets for the "Landscaping Your Home" television series of 13 shows. The premiere showing is Wednesday, January 2, over WCIA, Champaign; WMBD-TV-Peoria; and WMBD-TV, LaSalle-Peru, at 9:30 a.m.

In this packet of materials are newspaper and radio releases, viewing group guides and instructions on how to organize them, how to order the landscaping book, and a schedule of the shows and how we are grouping the counties according to the primary viewing areas of the stations.

Other stations starting early in January are WSIL-TV, Harrisburg, and KPOB-TV, Poplar Bluff, Mo., which also start showing the series on January 2 at 10:30 a.m. KMOX-TV, St. Louis, starts the series on Saturday, January 5, at 7:00 a.m. The stations in Group III will all start the series in February, and we will send the schedule for them as soon as it is confirmed.

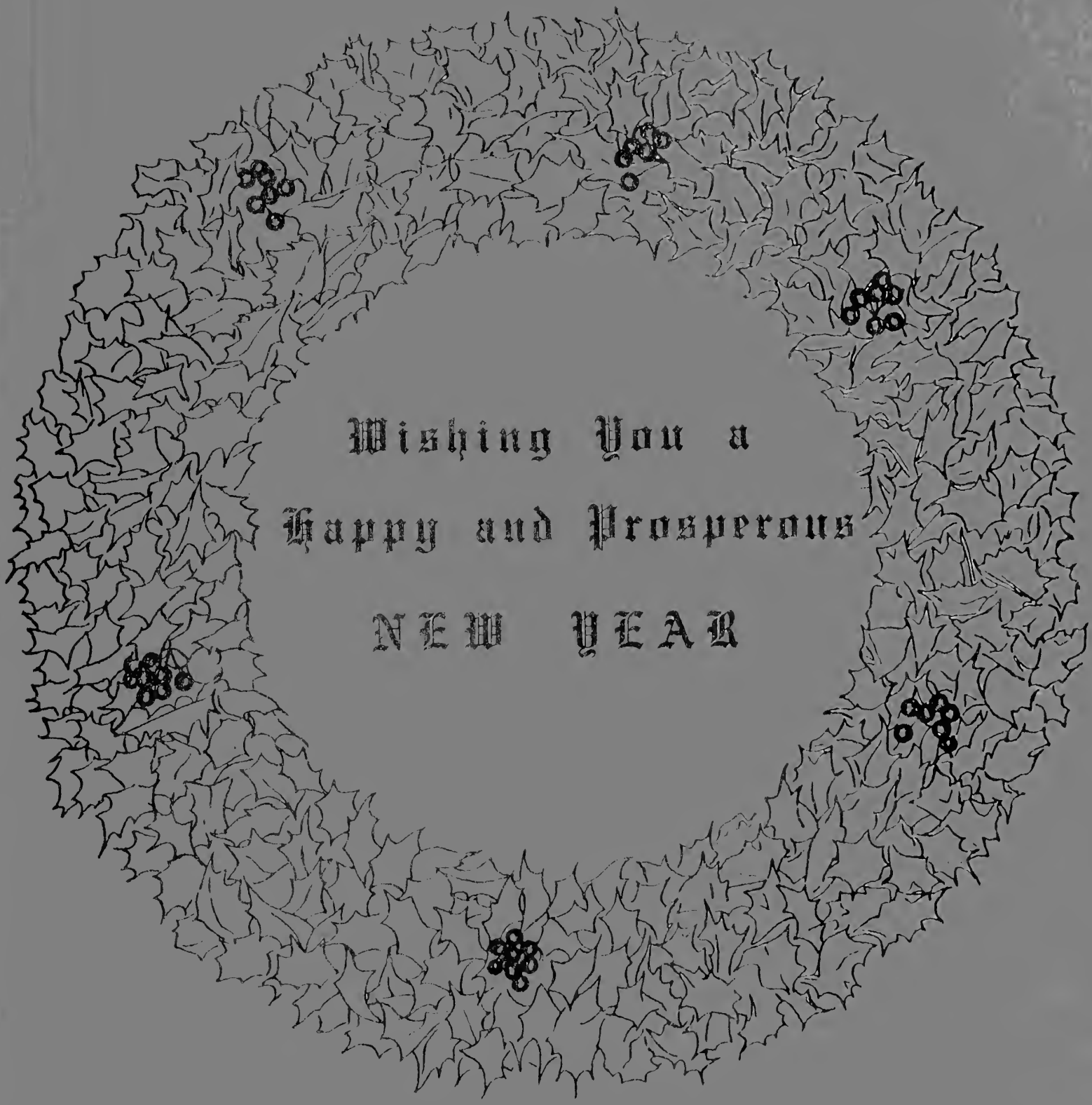
Make It A Workshop...

One way to get the most mileage out of these landscaping shows is to have viewing group members--if you organize one or more groups--bring materials to the shows and work out their own landscaping plans as the shows progress. The material in the shows, supported by the text, is organized to windup with a complete landscaping plan.

In This Packet...

This week you'll find two Communications Handbook units on a filing system for your county visual library, and the first sets of slides to go in the slide file. We hope that this system will be useful in keeping your slide sets convenient and available.

It Says Here . . .



EXTENSION EDITORIAL OFFICE

EXTENSION EDITORIAL OFFICE UNIVERSITY OF ILLINOIS COLLEGE OF AGRICULTURE 330 MUMFORD HALL, URBANA

NEWS FOR FARM PAPER EDITORS

IVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

January 1962, No. 51

Events Coming Up...

ILLINOIS FERTILIZER INDUSTRY CONFERENCE, January 16-17, at the Champaign Country Club is planned for manufacturers, company agronomists, state and area fieldmen, and other district representatives. New soil test reports, new publications, trace-element research, government programs, research in high plant population in corn, and effects of fertilizer other than yield are topics to be discussed.

ILLINOIS CUSTOM SPRAY OPERATORS' SCHOOL, January 23-25, in the Illini Union. Sessions on January 23 deal with business management, and business meetings of the associations of aerial applicators and ground operators. The January 24-25 sessions deal with herbicides, insecticides, and the latest aspects of weed and insect control.

AGRICULTURAL INDUSTRIES FORUM, January 30-31 at Garner House on the campus. General sessions on community growth and education for business careers are featured along with special sessions on marketing grain, dairy products, livestock, poultry and eggs, and farm supplies and equipment. A program and reservation form are enclosed with this letter.

ILLINOIS NUTRITION CONFERENCE, January 31 to February 1, in the Law Building Auditorium features latest reports from research in animal and dairy science nutrition at the University along with special reports from guest speakers.

ILLINOIS SOCIETY OF PROFESSIONAL FARM MANAGERS AND RURAL APPRAISERS, February 1 and 2, in the Illini Union Building. The program features discussions on professional management fees, latest research at the College of Agriculture, size of farm business, and appraisals for federal inheritance tax and farm buildings. All interested persons are welcome to attend.

Other Special Events--more details later:

FORAGE FACTS ROUNDUP--A series of meetings covering latest ideas on producing and using forage crops profitably for livestock and dairy cattle. College staff members and local farmers will participate. Dates and places are as follows: February 23, Illinois Wesleyan Memorial Center, Bloomington; February 26, Methodist Church, Effingham; February 27, Moose Lodge, Mt. Vernon; February 28, Dixon Springs Experiment Station, Robbs; March 1, Weinheimer Building, Highland; March 2, Middledorf Auction House, Jacksonville; March 5, Farm Bureau Auditorium, Galesburg; March 6, 4-H Center, Amboy; March 7, Masonic Temple, Freeport; March 8, Riley Grange Hall, Marengo; March 9, Joliet, place to be announced.

ILLINOIS SWINE GROWERS DAY, March 13, Urbana.

ILLINOIS CATTLE FEEDERS DAY, April 13, Urbana.

Research in Progress...

Milk Prices--Agricultural economists plan to study the factors determining milk prices and their effects on producers, handlers, and consumers. The first phase of the project will involve an analysis of changes now taking place in distribution, costs, margins, and prices paid by consumers. The second phase will focus attention on the effects of price changes on milk supplies. A third phase will be to develop more adequate measures of consumer response to various milk prices. The project is being carried out with support from the Illinois State Department of Agriculture.

Trade Barriers in Marketing Sterile Concentrated Milk--A study is now under way in the Department of Agricultural Economics to analyze the trade barriers involved in the marketing of sterile concentrated milk, to investigate means by which these barriers could be reduced, and to determine how federal orders affect the marketing of sterile milk products.

New Publications...

AGRICULTURAL ECONOMICS

AERR-47 Check the Farm Lease When You Change to Field Shelling and Drying Corn. By Velmar W. Davis. 28 pages.

Congress on the Farm

30 Government-Sponsored Agricultural Credit. By A. R. Allen. 2 pages.

31 The Foreign Assistance Act of 1961. By H. R. Hannah. 2 pages.

Economics for Agriculture

MKTG 29 Disposition of Milk Produced on Illinois Farms. By David W. Culver. 4 pages.

TA 7 Factors in Current Land Market. By F. J. Reiss. 4 pages.

Farm Management Facts and Opinions

No. 242--Income Tax? Plan Now--Save Later. By Fay M. Sims. 2 pages.

AGRONOMY

Agronomy News

194 Alfalfa Choices for 1962.

195 What Caused All the Cornstalk Breakage This Year?

ANIMAL SCIENCE

AS-564 Illinois Sheep Day, 1961. (A series of research reports on sheep production.)

Timely Topics for Farm Advisers

Vitamin A Recommendations for Cattle; Swine Growers' Resolutions for 1962. By G. R. Carlisle. 2 pages.

DAIRY SCIENCE

DS 1 Dairy Feeding Suggestions. By L. R. Fryman. 17 pages.

PLANT PATHOLOGY

5 Suggestions for Fire Blight Control for 1962. By Dwight Powell.

6 Control of Summer Diseases on Apples for 1962. By Dwight Powell.

VETERINARY MEDICINE

VM 7 Johne's Disease (Paratuberculosis). By J. R. Pickard and J. K. Winkler. 3 pages.

Photos Available...

61 A 83-1 & 2 Close-up photos of raindrop in mid-air and splashing on the ground.

61 B 1-98 Experiment under way to test limited feeding of swine.

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

January, 1962, No. 51

Please send me the items circled below:

Agricultural Economics: AERR-47; Congress on the Farm Nos. 30, 31; Farm Management Facts and Opinions No. 242; Economics for Agriculture: MKTG 29, TA 7

Agronomy: Agronomy News 194, 195

Animal Science: AS-564, Timely Topics

Dairy Science: DS 1

Plant Pathology: 5, 6

Veterinary Medicine: VM 7

Photos: 61 A 83-1 & 2 61 B 1-98

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Remarks _____

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Name _____ Publication _____

Address _____

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JEL:HDG:11

NEWS FOR FARM PAPER EDITORS

UNIVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

February 1962, No. 52

Events Coming Up...

FORAGE FACTS ROUNDUP. Extension specialists in crops, dairy, livestock and machinery will present the latest ideas in producing and using forage crops profitably, based on research findings. A panel of local farmers will report their experiences in making money with forage crops. Dates and places are as follows: February 23, Illinois Wesleyan Memorial Center, Bloomington; February 26, Methodist Church, Effingham; February 27, Moose Lodge, Mt. Vernon; February 28, Dixon Springs Experiment Station, Robbs; March 1, Weinheimer Building, Highland; March 2, Middledorf Auction House, Jacksonville; March 5, Farm Bureau Auditorium, Galesburg; March 6, 4-H Center, Amboy; March 7, Masonic Temple, Freeport; March 8, Riley Grange Hall, Marengo; March 9, Grace Methodist Church, Joliet.

CATTLE FEEDERS DAY, February 6-7, at the Dixon Springs Experiment Station. Farmers are invited to hear latest research reports from work at Urbana and Dixon Springs.

SHEEP DAY, February 13, at Dixon Springs Experiment Station features latest research development and management suggestions for sheep flock owners. U. of I. and Dixon Spring staff members will participate.

ILLINOIS SWINE GROWERS DAY, March 13, Urbana. This will be the only statewide swine growers day program in 1962. Program plans include reports on latest research findings and new ideas that may affect future swine production.

New Publications...

Summary of Presentations, 14th Illinois Custom Spray School.

Talks presented at University of Illinois Agricultural Industries Forum, Jan. 30-31.

Illinois Research - Winter 1962.

AGRICULTURAL ECONOMICS

AERR-49 Markov Chains: Basic Concepts and Suggested Uses in Agricultural Economics. G. G. Judge and E. R. Swanson. 17 pages.

AE-3730 Food and Agriculture, A Discussion Leader's Reference Handbook With Supporting Facts. R. G. F. Spitze and H. D. Guither. 23 pages.

Congress on the Farm

32 The 1961 Federal Hog Cholera Law. H. W. Hannah. 2 pages.

33 More Minimum Wage Exemptions for Agriculture. N. G. P. Krausz. 2 pages.

Economics for Agriculture

MKTG 30 Distribution of Livestock in Illinois by Size of Enterprise. P. A. Gill and R. J. Mutti. 2 pages.

MKTG 30a Differences Among Illinois Districts in Sizes of Swine Enterprises. R. J. Mutti and P. A. Gill. 2 pages.

Farm Management Facts and Opinions

243 Rewards for Efficiency in Hog Production. Allan Mueller and Floyd M. Fuller. 2 pages.

244 Farm and Family Financial Planning. R. B. Schwart. 2 pages.

AGRONOMY

AG-1882 Spring Oats in Illinois (Summary of 1961 Variety Demonstrations). W. D. Pardee, W. O. Scott and C. M. Brown. 14 pages.

AG-2000 Proceedings of a Symposium on High-Oil Corn. 65 pages.

Agronomy Facts

M-30 Can We Make Crops Use Less Water? J. T. Woolley. 2 pages.

C-28 Resistance to the European Corn Borer. R. L. Harrison. 1 page.

SF-67 Soil Testing at the University of Illinois. J. C. Laverty. 1 page.

SF-68 Nitrogen Fixation. Russell Adams. 3 pages.

Agronomy News

196 History of the Claypan Soils of Southern Illinois. 2 pages.

197 Beware of Unadapted Clover Seed (II). 2 pages.

ANIMAL SCIENCE

Monthly Poultry Suggestions

Watering the Laying Flock. S. F. Ridlen. 2 pages.

Timely Sheep Topics

162 Management Tips. 2 pages.

Timely Topics for Farm Advisers: Save Labor at Farrowing Time; The Hog Business Is Big Business in Illinois. G. R. Carlisle. 1 page.

DAIRY SCIENCE

Dairy Digest

Mgt. 16 Raising Dairy Heifers on Contract. L. R. Fryman and Royce Hinton. 5 pages.

FORESTRY

678 Inorganic Chemicals as Aids in Burning Hardwood Tree Stumps. C. S. Walters and K. P. Peterson. 28 pages.

VETERINARY MEDICINE

VL-4 Application of New Illinois "Service Occupation Tax" to the Veterinary Profession. H. W. Hannah. 1 page.

Photos Available...

62B 7-1 Dairy scientists show differences in hay quality as it affects amount of grain required.

62B 7-2 Agricultural Engineer Wendell Bowers shows how much hay is used to make a hay wafer.

FARM EDITORS' ORDER SHEET

February 1962, No. 52

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

Please send me the items circled below:

Summary of Custom Spray School presentations

Talks presented at Agricultural Industries Forum

Illinois Research

Agricultural Economics: AERR-49; AE-3730

Congress on the Farm: 32, 33

Economics for Agriculture: MKTG 30, MKTG 30a, RL 8

Farm Management Facts and Opinions 243, 244

Agronomy: AG-1882; AG-2000; Agronomy Facts M-30, SF-67; SF-68; C-28

Agronomy News 196; 197

Animal Science: Monthly Poultry Suggestions: Timely Sheep Topics 162; Timely Topics for Farm Advisers

Dairy Digest MGT. 16

Forestry 678

Veterinary Medicine: VL-4

Photos: 62B 7-1; 62B 7-2

Remarks _____

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Name _____ Publication _____

Address _____

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JEL:HDG:cm

NEWS FOR FARM PAPER EDITORS

IVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

March 1962, No. 53

Events Coming Up...

ILLINOIS SWINE GROWERS DAY, March 13 at Urbana. No area swine days are scheduled this year. Program begins at 9:45 a.m. in the University auditorium. Topics include linseed meal as a replacement for soybean meal in pig rations, pre-slaughter treatment and pork quality, gamma globulin injections for baby pigs, slotted floors for swine, limited feeding for finishing pigs, swine buildings, hog cholera eradication, nonspecific infections, management on high-earning hog farms, production and marketing controls.

AG STUDENT GUEST DAY, April 7. High school students from all parts of the state will visit the campus to learn about study opportunities.

AGRICULTURAL CHEMICALS AREA MEETINGS are scheduled at 10 locations to inform farmers about latest developments in using agricultural chemicals. Dates and places are as follows: March 26, Champaign; April 2, Effingham; April 3, Carmi; April 4, Murphysboro; April 5, Edwardsville; April 6, Lincoln; April 9, Pittsfield; April 10, Knoxville; April 11, Oregon; April 12, Yorkville.

ILLINOIS CATTLE FEEDERS DAY, April 13 at Urbana. Tours of the beef farm are scheduled in the morning. During the afternoon sessions in the auditorium, research workers will report on cultural practices in corn and Vitamin A content in the grain, the relation of protein and energy in cattle feeding rations, and determination of the most desirable length of silage feeding periods for cattle. Other program details will be announced later.

Other events at Urbana--more details later:

American Poultry Science Association, June 25-29.

Farm and Home Science Show, September 7-8.

Research in Progress...

Bovine dental crowns--Research workers at the Dixon Springs Experiment Station are testing stainless steel dental crowns on 13 grade Hereford cows in the station herd. Crowns were fitted on 13 cows in the spring of 1961. Weights of calves raised by the cows with crowns and 13 cows without crowns were compared. Six weeks after weaning, the cows were weighed. This spring the 26 cows in the test will be weighed again and weight changes during the winter will be calculated. Limited and inconclusive information to date indicates that use of dental crowns on grazing nursing cows is beneficial. But the benefits are increased weight gains of the cows rather than increased weaning weights of their calves.

Time of calving and effect of creep feeding--A herd of 80 heifers was selected in the fall of 1958 at the Dixon Springs Station. Calving dates were established for October 15, December 1, January 15, and March 1. The calves from each lot were divided; one group was creep-fed and the other was not. Information to date indicates that creep feeding appears to be of little or no advantage in the first two calving periods. It appears that the calves eat silage in preference to the creep ration of pelleted ground ear corn and soybean meal.

Slotted floors for sows and litters--Swine research workers are using slotted floors and farrowing stalls for sows farrowing at the University of Illinois swine research farm. Some observations on these facilities will be made at Swine Day March 13.

Rental and custom rates for farm machinery--Agricultural economists have collected machinery rental and custom rates from 750 Illinois farmers and will publish a summary in late March.

Feeding value of high-population corn--U. of I. dairy scientists are about halfway through nutrition studies comparing the feed value of high-population regular and dwarf corn for dairy cows. Corn in the test was planted last spring at the rate of 160,000 plants per acre.

Anhydrous ammonia applications--Agricultural engineering tests with continuous high-pressure soil injection of anhydrous ammonia indicate that the practice probably is impractical for commercial farmers. Researchers hope to find better results in tests with intermittent injection this spring. The work indicates that a workable continuous applicator would probably cost 50 percent more to build than the conventional knife applicator of equivalent size.

New Publications...

C-845 Illinois Forage Handbook. Pasture, hay, and silage recommendations for dairy cattle, beef cattle, sheep, and hogs. Wendell Bowers, G. R. Carlisle, L. R. Fryman, H. D. Guither, A. G. Mueller, and W. D. Pardee. 16 pages.

AGRICULTURAL ECONOMICS

C-842 Farm Property and Trusts. N. G. P. Krausz. 7 pages.

AE-3726 Changes in Operating Costs on Illinois Farms. 2 pages.

AE-3724 Illinois Population Highlights From the 1960 Census. C. L. Folse. 37 pages.

AE-3732 Economics of Marketing Orders and Agreements. G. K. Brinegar. 6 pages.

AE-3735 What the Census Tells Us About Fertilizer Use. J. A. Wells. 7 pages.

AE-3731 The Future of Livestock Farming. L. H. Simerl. 10 pages.

AE-3729 Economics of Mechanization in Livestock Production. R. A. Van Arsdall. 17 pages.

AE-3738 Taking Your Hired Man, or Your Son, Into Business With You on a Labor-Share Lease. F. J. Reiss. 6 pages.

Congress on the Farm

34 Mexican Agricultural Workers. A. R. Allen. 2 pages.

35 The Cooperative Extension Program. A. R. Allen. 2 pages.

Economics for Agriculture

MKTG 30b Differences Among Illinois Districts in Sizes of Grain-Fed Cattle Enterprises. P. A. Gill and R. J. Mutti. 2 pages.

MKTG 30c Differences Among Illinois Districts in Sizes of Dairy-Cow Enterprises. P. A. Gill and R. J. Mutti. 2 pages.

MKTG 30d Differences Among Illinois Districts in Sizes of Egg-Producing Enterprises. P. A. Gill and R. J. Mutti. 2 pages.

RL 8 Changing Patterns of Births in Illinois, 1922-1960. C. L. Folse. 3 pages.

Farm Management Facts and Opinions

245a Effect on Farm Organization of Seasonally Varied Debt Commitments. C. B. Baker and G. D. Irwin. 2 pages.

246 Liquid Hog Manure: A Waste Product or Valuable Fertilizer. R. N. Van Arsdall. 2 pages.

247 What Would Happen to Farm Income With Better Knowledge. J. C. Headley and J. C. Kohout. 2 pages.

AGRICULTURAL ENGINEERING

C-846 Planning a Minimum-Tillage System for Corn. H. P. Bateman and Wendell Bowers. 12 pages.

AGRONOMY

C-724 Soil Treatments Based on Soil Tests (Revised). S. R. Aldrich. 4 pages.

AG-1000 Illinois Fertilizer and Lime Clinic (1962). 43 pages.

AG-1001 Proceedings of Illinois Fertilizer Conference. 23 pages.

AG-1883 Winter Wheat in Illinois. R. O. Weibel, W. O. Scott, and W. D. Pardee. 13 pages.

Agronomy Facts

SM 23 Effect of Plowing-Under Rye on Corn Yields. L. B. Miller. 2 pages.

F-36 Pasture Mixtures With 10 Different Species in Various Combinations. J. A. Jackobs. 2 pages.

F-37 Establishing Legumes With Herbicides. B. J. Gossett. 2 pages.

Agronomy News

198 English Red Clover. 2 pages.

ANIMAL SCIENCE

AS-756 Illinois Nutrition Conference (summary of speeches). 24 pages.

AS-367 1962 Beef Cattle Feeding Suggestions. 25 pages.

DS-71 Report of Beef Cattle Days, Dixon Springs Experiment Station.

Monthly Poultry Suggestions

1-62 How the Iron Content of Wash Water Affects Egg Spoilage. S. F. Ridlen. 2 pages.

Timely Topics For Farm Advisers

1-62 Feeding Low-Moisture Alfalfa Silage (Haylage). 2 pages

FORESTRY

B-680 Experimental Studies on Control of Oak Wilt Disease. E. B. Himelick and H. W. Fox. 48 pages.

PLANT PATHOLOGY

702 Strawberry Leaf Spot Diseases. Dwight Powell. 2 pages

703 Black Rot of Grape. Dwight Powell and H. C. Barrett. 3 pages.

801 Fire Blight of Apple and Pear. Dwight Powell. 2 pages.

Photos Available...

62A-7-3 General view of slotted floors and farrowing stalls in use on University of Illinois Swine Farm this spring.

62B-29 Close-up of sow and litter in farrowing stall using slotted floors.

FARM EDITOR'S ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

March 1962, No. 53

Please send me the items circled below:

C-845

AGRICULTURAL ECONOMICS: C-842; AE-3726; AE-3724; AE-3732; AE-3735; AE-3731; AE-3729; AE-3738

Congress on the Farm: 34; 35

Economics for Agriculture: MKTG 30b; MKTG 30c; MKTG 30d; RL 8

Farm Management Facts and Opinions: 245a; 246; 247

AGRICULTURAL ENGINEERING: C-846

AGRONOMY: AG-1000; AG-1001; AG-1883; C-724

Agronomy Facts: SM23; F-36; F-37

Agronomy News: 198

ANIMAL SCIENCE: AS-756; AS-367; DS-71

Monthly Poultry Suggestions: 1-62

Timely Topics for Farm Advisers: 1-62

FORESTRY: B-680

PLANT PATHOLOGY: 702; 703; 801

PHOTOS: 62A-7-3; 62B-29

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JEL:HDG:HDN:ml

NEWS FOR FARM PAPER EDITORS

VERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

May 1962, No. 55

Events Coming Up....

STATE 4-H CLUB WEEK - Plans are well under way for the Illinois State 4-H Club Week program on the University of Illinois campus June 20-22. Some 1,200 4-H Club members and leaders representing every county in the state are expected to attend the big three-day event--the second of its kind in Illinois since before World War II. Main objectives of the program are to review and discuss 4-H project and activity goals in Illinois and to outline career opportunities available to young people after high school. All delegates will be high school sophomores or older.

POULTRY SCIENCE ASSOCIATION meets June 25-29 at the University of Illinois. Research reports will be presented by state experiment station, U. S. Department of Agriculture and industry research workers. More details next month.

AMERICAN SOCIETY OF AGRONOMY, North Central Branch, meets at Illinois June 27-29. Reports of current research will be presented by U. of I. staff members and agronomists from the other 11 states. Visitors will tour the research farm at Urbana and other outlying experiment fields.

Research in Progress...

Country elevator business management - Agricultural economists are analyzing the business operations of different sizes and types of country elevators to develop guides for sound business management.

Dairy Cow Leasing Agreement - Agricultural economist F. J. Reiss, working with extension dairymen, has developed a dairy cow capital leasing agreement. The form provides a place for listing owner's contributions, operator's contributions, joint contributions, division of returns, and recommended management and business procedures.

Hosts and parasites - Under a five-year grant from the National Institute of Health, University of Illinois plant pathologists will study the relationship of hosts and parasites. This study would make breeding for disease resistance more predictable than at present. Since principles of infectious diseases in plants and humans are similar, the study has break-through implications for human diseases.

New Publications...

AGRICULTURAL ECONOMICS

AE-3751 Custom Rates for Farm Operations and Rental Rates for Farm Machines. N. Coward and R. A. Hinton. 18 pages.

AE-3752 Who Pays the Turkey Marketing Order Assessment. R. P. Bentz. 4 pages.

AE-3749 Dairy Cow Capital Leasing Agreement. F. J. Reiss. 5 pages.

Congress on the Farm

37 The Special Milk Program for Children. A. R. Allen. 2 pages.

38 Taxpayers' Account Numbers. A. R. Allen. 2 pages.

39 The Agricultural Exemption in Interstate Trucking. A. R. Allen. 2 pages.

Economics for Agriculture

Farm Management Facts and Opinions

251 Less Time Used in Producing Crops. Royce A. Hinton. 2 pages.

252 1961 Farm Income Increases in Illinois. A. G. Mueller. 2 pages.

AGRONOMY

Agronomy Facts

S-11 Bacterial Foliage Disease of Soybeans. M. C. Shurtleff and D. W. Chamberlain. 2 pages.

G-22 Date of Planting Winter Wheat--Factors to Consider. R. O. Weibel. 3 pages.

C-29 Correction for Moisture Content of Corn. C. S. Levings. 2 pages.

Agronomy News

201 Seedlings for Diverted Acres.

202 Spring Barley Recommendations for 1962.

203 Spring Treatments for Quackgrass Control.

204 Performance of Commercial Corn Hybrids in Illinois, 1962.

ANIMAL SCIENCE

AS-100 Illinois Cattle Feeders Day, 1962 (a summary of reports made at this conference). 29 pages.

Timely Topics for Farm Advisers

3-62 Creep-Feeding Lambs for Early Market; Production Records Useful in Beef Herds.

Monthly Poultry Suggestions

3-62 How Big Should the Laying Flock Be. H. S. Johnson and S. F. Ridlen. 2 pages.

VETERINARY MEDICINE

8 Swine-Transmissible Gastroenteritis (TGE). J. R. Pickard and J. K. Winkler. 2 pages.

Photos Available...

62A-15-7 Aerial view of U. of I. beef cattle research center with new saucer-shaped assembly hall in adjacent area.

62-B-72x Last photo taken of J. R. "Uncle Joe" Fulkerson visiting with Harry Russell, U. of I. livestock specialist, at Cattle Feeders Day April 13. Fulkerson, 92, who died on April 18, was a leader in Illinois agriculture for many years.

62B-74-2 & 12 Demonstration of concrete rigid frame building construction.

62B-40-X Beef cuts designed for the '60s--comparisons of 1900, 1930, and 1960 styles of trimmed beef cuts.

62A-19 New testing equipment for tillage equipment being used by U. of I. agricultural engineers.

FARM EDITOR'S ORDER SHEET

May 1962, No. 55

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

Please send me the items circled below:

AGRICULTURAL ECONOMICS - AE-3751 AE-3752 AE-3749

Congress on the Farm 37 38 39

Farm Management Facts and Opinions: 251 252

AGRONOMY

Agronomy Facts: S-11 G-22 C-29

Agronomy News 201 202 203 204

ANIMAL SCIENCE AS-100

Monthly Poultry Suggestions 3-62

Timely Topics for Farm Advisers 3-62

VETERINARY MEDICINE 8

Photos Available: 62A-15-7 62B-72x 62B-74-2 & 12 62B-40-X 62A-19

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JEL:HDG:JJF:HDN:cm

NEWS FOR FARM PAPER EDITORS

VERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

June 1962, No. 56

Events Coming Up...

STATE 4-H CLUB WEEK--June 20-22, will see about 1,200 4-H members from all over the state on the University of Illinois campus to review club activities and discuss career opportunities.

POULTRY SCIENCE ASSOCIATION, June 25-29, will feature research reports from 40 state agricultural experiment stations, the U. S. Department of Agriculture, and Canada and Mexico. A press room will be set up near registration headquarters to provide news releases, typewriters, and other services for visiting editors.

AMERICAN SOCIETY OF AGRONOMY, NORTH CENTRAL BRANCH, meets on the U. of I. campus June 27-29. The program includes tours of the research facilities, seminars on corn testing, teaching and student activities, research for maximum corn production, and informal discussions of tillage, soil morphology and genesis, weeds, crop morphology and physiology, regional soybean laboratory, soil chemistry and fertility, forage and small grains, and statistics. The Friday program includes two field tours, one to the northern part of the state and the other in southern Illinois.

SOIL EXPERIMENT FIELD DAYS are scheduled as follows: Brownstown, June 12, 10 a.m.; Toledo, June 13, 1:00 p.m.; Newton, June 14, 1:00 p.m.; Hartsburg, July 2, 1:00 p.m.; and DeKalb, July 6, 1:00 p.m.

FARM AND HOME SCIENCE SHOW, September 7-8, features the theme "100 Years of Progress" and will celebrate the centennial of the land-grant colleges and universities. Exhibits, tours, demonstrations, and displays are now being planned to cover the research farms and some laboratories. More details will be reported later.

Research in Progress...

Vegetable crop costs--Agricultural economists are studying all the costs involved in vegetable farming, with emphasis on tomatoes, sweet corn, onion sets, sugar beets, and cabbage. Cooperating growers will keep records of labor, power, and machinery charges along with other cash costs during the 1962 season.

High-moisture corn storage--U. of I. agricultural engineers have completed two years of work with a moisture-proof fiberboard liner material used to convert existing cribs and bins to high-moisture corn storage units. Researchers term the research successful. Corn stored in four 360-bushel bins last October was in good condition when the researchers opened the bins this spring. The liner material loked as if it could withstand another year of storage.

Swine facilities--Some minor changes are in store for the U. of I. Hog-O-Matic unit. The building is being remodeled somewhat for further work with slotted floors for swine. Researchers will compare concrete slats, oak slats, and conventional flooring. The Hog-O-Matic also recently received a coating of the new polyurethane foam insulation, which can be sprayed on to any required thickness. The foam is expected to have double the insulating power of normal insulation of comparable thickness.

Freeze drying--U. of I. food technologists have received a $45,000 National Institute of Health grant to continue their work with freeze drying and other methods of dehydrating food.

New Publications...

AGRICULTURAL COMMUNICATIONS:

RR-2 Who Reads Illinois Research Magazine? Robert A. Jarnagin. 9 pages.

RR-3 A Study of Field Day Booklets. Gerald F. Smith and Robert A. Jarnagin. 9 pages.

AGRICULTURAL ECONOMICS:

Bulletin 684 The Mechanics of Supply-Demand Adjusters for Midwestern Milk Markets, North Central Regional Publication 134. Sheldon Williams and others. 62 pages.

Bulletin 683 Effects of Fertilizer Programs on the Economic Choice of Crops in Selected Areas of Illinois. M. F. Jordan and C. B. Baker. 40 pages.

AE-3648 Communism, Socialism, and Democracy. L. H. Simerl. 9 pages.

AE-3765 Outlook Thought for Bankers to Farmers. L. H. Simerl. 6 pages.

EPM-2 Effect of Plant Size on Egg-Handling Costs. R. P. Bentz. 2 pages.

Congress on the Farm

40 Regulation of Oleomargarine. A. R. Allen. 2 pages.

41 The Perishable Agricultural Commodities Act. A. R. Allen. 2 pages.

Economics for Agriculture

FM 20 Comparative Costs and Returns for Livestock, 1955-60. R. A. Hinton, 5 pages.

FM 21 Changes in Illinois Farm Numbers and Product Sales, by Economic Areas, 1954-59. J. H. Herbst. 5 pages.

Farm Management Facts and Opinions

253 How Many "Horses" Are Needed? J. E. Wills and H. S. Hattingh. 2 pages.

254 Effect of 1961 Feed Grain Program on Central Illinois Grain Farms. D. F. Wilken and Boyd Henry. 2 pages.

AGRICULTURAL ENGINEERING:

C-849 Aerating Farm-Stored Grain. Gene C. Shove. 8 pages.

FE-31 Determining Relative Humidity. Donald R. Daum. 2 pages.

AGRONOMY:

Agronomy Facts:

SF-20 The Minor Element Problem in Illinois Soils. S. W. Melsted. 2 pages.

SF-70 Availability of the Apatite Forms of Phosphorus for Plant Growth. Roger H. Bray. 3 pages.

S-12 Fungus Foliage Diseases of Soybeans. Malcolm C. Shurtleff, D. W. Chamberlain. 3 pages.

SF-71 The Fertilizer Requirements of Corn and Wheat for Phosphorus and Potassium. Roger H. Bray 3 pages.

Agronomy News:

205 Pre-Emergence Herbicides for 1962. 2 pages.

206 Granular vs. Liquid Forms of Pre-Emergence Herbicides. 2 pages

207 Corn Is Not a Profitable Green Manure Crop. 2 pages.

208 Control Those Early Weeds. 2 pages.

209 How About Sugar Beets for Illinois? 2 pages.

210 Soybeans in Illinois. 2 pages.

211 Side-Dressing Corn with Nitrogen

ANIMAL SCIENCE:

TRG-1 Guides for Selecting, Feeding, and Managing Feeder Pigs. T. R. Greathouse.

Monthly Poultry Suggestions

5-62 Feeding Treated Grains to Poultry. S. F. Ridlen and H. S. Johnson. 2 pages.

DAIRY:

F-29 Low-Moisture Hay Silage in Conventional Silos. L. R. Fryman. 2 pages.

HORTICULTURE:

FG-7 Combination All-Purpose Spray Schedule for the Home Fruit Garden. Frank Owen, Dwight Powell, and Ronald H. Meyer. 2 pages.

Bulletin 685 Characterization of Tomato Varieties and Strains for Constituents of Fruit Quality. A. E. Thompson, R. W. Hepler, R. L. Lower, and J. P. McCollum. 32 pages.

PLANT PATHOLOGY:

502 Bacterial Foliage Diseases of Soybeans. Malcolm C. Shurtleff and D. W. Chamberlain. 2 pages

503 Fungus Foliage Diseases of Soybeans. Malcolm C. Shurtleff and D. W. Chamberlain. 3 pages.

807 Manganese Toxicity in Peach and Apple Trees. Dwight Powell, J. S. Titus, and H. H. Thornberry. 2 pages.

916 Damping-Off and Seedling Blights of Vegetables. Malcolm C. Shurtleff and M. B. Linn. 3 pages.

300 Bacterial Wilt of Alfalfa. M. C. Shurtleff and J. W. Gerdemann. 2 pages.

VETERINARY MEDICINE:

VL-5 The New Illinois Professional Association Law. H. W. Hannah. 2 pages.

Photos Available...

62B 72-2&3 High-moisture corn storage with new liner for conventional corn crib.

FARM EDITORS' ORDER SHEET

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

June 1962, No. 56

Please send me the items circled below:

AGRICULTURAL COMMUNICATIONS: RR-2, RR-3

AGRICULTURAL ECONOMICS: AE-3648, AE-3765, EPM-2, Bulletins 683, 684

Congress on the Farm: 40, 41

Economics for Agriculture: FM-20, FM-21

Farm Management Facts and Opinions: 253, 254

AGRICULTURAL ENGINEERING: C-849, FE-31

Agronomy News: 205, 206, 207, 208, 209, 210 211

Agronomy Facts: SF-20, SF-70, S-12, SF-71

ANIMAL SCIENCE: TRG-1, Monthly Poultry Suggestions 5-62

DAIRY SCIENCE F-29

HORTICULTURE: FG-7, Bulletin 685

PLANT PATHOLOGY: 502, 503, 807, 916, 300

VETERINARY MEDICINE VL-5

Photos Available: 62B 72-2 & 3

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HDG:JEL:JJF:HDN:dl

NEWS FOR FARM PAPER EDITORS

VERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

July-August 1962, No. 57

Events Coming Up...

SWINE TESTING STATION FIELD DAYS. The Illinois Swine Herd Improvement Association in cooperation with the Cooperative Extension Service will hold field days at two testing stations during the summer. Visitors can see the facilities and the animals on test and learn about the progress in improving the performance of breeding stock. Dates and places are as follows: July 19, 1:30 p.m., Jasper County, Ste. Marie; August 20, 1:30 p.m., Forrest.

DISTRICT FARM MANAGEMENT TOURS. Sponsored by the Illinois Farm Bureau Farm Management Association and the Cooperative Extension Service at the University of Illinois, these tours demonstrate outstanding management and use of the latest farm practices. Dates and places: August 30, Welsh Brothers farm, 5 miles east and 1 mile north of Marshall, 10 a.m.; September 4, Jakob Brothers, 5 miles south of Milledgeville, and Dean Butterbaugh farm, 9 miles east and 1 mile north of Rock Falls; and September 5, Russell Jeckel farm, Delavan, 10:30 a.m.

FARM AND HOME SCIENCE SHOW, September 7 and 8, Urbana. This event marks the celebration of the Land-Grant College Centennial and will feature more than 100 demonstrations, tours and exhibits on the south campus and the University research farms. Staff members in agriculture, home economics and veterinary medicine are participating. The complete program will be mailed to you about August 10.

SOIL EXPERIMENT FIELD DAYS scheduled as follows: August 8, Carbondale, 1:30 p.m.; September 5, Brownstown, 10 a.m.; and September 6, Newton, 1:30 p.m.

New Publications Available...

Circular 850: Controlling Poison Ivy, 8 pages. E. L. Knake and F. W. Slife.

Circular 851: Milking Machines and Practices on 60 Illinois Dairy Farms. L. R. Fryman and J. L. Albright. 16 pages.

Bulletin 686: Space Standards for Household Activities. Helen E. McCullough, Kathryn Philson, Ruth H. Smith, Anna L. Wood and Avis Woolrich. 16 pages.

Bulletin 687: The Economic Value of Manure From Confinement Finishing of Hogs. Roy N. Van Arsdall. 20 pages.

AGRICULTURAL COMMUNICATIONS

RR-4 Audience Inventory for More Effective Communication. Lawrence E. Sarbaugh and Robert A. Jarnagin. 17 pages.

RR-5 Measuring Effectiveness of an Information Campaign. Lawrence E. Sarbaugh. 14 pages.

RR-8 How Illinois Farm Advisers Use Mass Media - And Why. Jon F. Greeneisen and Su Ann K. Johnston. 13 pages.

AGRICULTURAL ECONOMICS

AERR-53 Progress Toward the European Common Market in Agriculture Stephen C. Schmidt. 20 pages.

AE-3760 Farmer Use of Futures Markets. T. A. Hieronymus. 109 pages. Detailed charts showing relationships of cash and futures markets. Written primarily for Illinois conditions.

Current Comments on Egg and Poultry Marketing

No. 3 Egg Processing Costs for Small Farm Flocks. Robert P. Bentz. 2 pages.

No. 4 1962 Outlook for Turkeys. Robert P. Bentz. 2 pages.

Economics for Agriculture

FM8b revised Custom Rates and Machinery Rental Rates for Illinois. Noel Coward and R. A. Hinton. 4 pages.

MKTG 32 Milk Production in Illinois. David W. Culver. 4 pages.

TA 12 Tenure Distribution of Farmland by Economic Areas in Illinois. F. J. Reiss. 3 pages.

Farm Management Facts and Opinions

No. 255 Land Prices and Bushels of Corn. F. J. Reiss. 2 pages.

No. 256 He Found His Mistake Just in Time. F. M. Sims. 2 pages.

No. 257 Summer Forage--Harvest With Cows or Machines? L. R. Fryman and A. G. Mueller. 2 pages.

AGRICULTURAL ENGINEERING

FE-32 Critical Temperatures of Stored Damp Hay. F. W. Andrew. 2 pages.

FB-24 Aluminum-Coated Fiberboard as Crib Liner for Storing High-Moisture Corn. E. L. Hansen and G. C. Shove.

AGRONOMY

AG-1887 Agronomic Aspects of Illinois Agriculture. S. R. Aldrich. 14 pages.

AG-1888 Northern Illinois Agronomy Research Center. L. B. Miller. 9 pages.

Agronomy News

No. 212 Control the "Itch." 2 pages.

Agronomy Facts

SM-26 Effect of Crop Rotation on Biological Activity of Soils. Wayne R. Jordan. 2 pages.

F-38 Bacterial Wilt of Alfalfa. Malcolm C. Shurtleff and J. W. Gerdemann. (Department of Plant Pathology). 2 pages.

M-36. Employment of Agronomists. 2 pages. A. W. Burger.

ANIMAL SCIENCE

AS-451 Performance Testing for Beef Cattle in Illinois. G. R. Carlisle, T. R. Greathouse and D. E. Walker.

DAIRY SCIENCE

Dairy Digest:

F-30 Self-Feeding Grain to Milking Cows. L. R. Fryman. 2 pages.

HORTICULTURE

FG-12 Weed Control in Commercial Strawberry Plantings. C. C. Zych. 2 pages.

VETERINARY MEDICINE

Timely Topics-9 Feeder Swine Dealer Act. J. R. Pickard and J. K. Winkler. 3 pages.

PHOTOS AVAILABLE

62B-123-4&8 Agricultural Engineer Don Hunt tests plastic mulch laying machine for planting pumpkins.

62B-124 Automatic limited feeding equipment for swine.

62X-1 Automatic beef feeding equipment at U. of I. beef farm. Series of 3 photos.

FARM EDITORS' ORDER SHEET

July-August, No. 57

Hadley Read, Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

Please send me the items circled below:

Circulars 850 851

Bulletins 686 687

AGRICULTURAL COMMUNICATIONS: RR-4 RR-5 RR-8

AGRICULTURAL ECONOMICS: AERR-53 AE-3760

Current Comments on Egg and Poultry Marketing 3 4

Economics for Agriculture FM8b MKTG 32 TA 12

Farm Management Facts and Opinions 255 256 257

AGRICULTURAL ENGINEERING: FE-32 FB-24

AGRONOMY: AG-1887 AG-1888

Agronomy News 212

Agronomy Facts SM-26 F-38 M-36

ANIMAL SCIENCE: AS-451

DAIRY SCIENCE: Dairy Digest F-30

HORTICULTURE: FG-12

VETERINARY MEDICINE: TT-9

Photos: 62B-123-4 & 8 62B-124 62X-1

Remarks _____

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Name _____ Publication _____

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HDG
7/12/62

NEWS FOR FARM PAPER EDITORS

IVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

September 1962, No. 58

Events Coming Up...

FARM AND HOME SCIENCE SHOW, September 7 and 8. You should have received a copy of the program several weeks ago. Tours, demonstrations, and exhibits on the south campus and the research farms highlight the theme, "100 years of progress."

ALL-INDUSTRY POULTRY DAY, September 7, begins at 9:30 a.m. in the Krannert Art Museum. The program will feature latest research developments, and a panel of speakers will answer questions on topics of current interest.

TOWN AND COUNTRY ART SHOW, September 2 to 8, in the Architecture Building Gallery. This year's show features the best works of amateur artists from 46 counties.

AGRONOMY FIELD DAYS scheduled during September include Brownstown, September 5, 10 a.m.; Newton, September 6, 1:30 p.m.; Toledo, September 10, 1:30 p.m.; Clayton, September 10, 1:30 p.m.; Oblong, September 11, 1:30 p.m.; Carthage, September 11, 1:30 p.m.; Aledo, September 12, 10 a.m.; Elwood, September 14, 1:30 p.m.; Carlinville, September 17, 1:30 p.m.; and Ewing, September 18, 1:30 p.m.

News Note...

Hadley Read, our extension editor, is on six months' sabbatical leave. He is now in Australia studying extension information methods. During August he participated in their first national extension conference. He reports strong interest in starting an Australian association of farm writers and broadcasters. He expects to be back in this country by late December.

New Publications Available...

Circular 848: Earn and Learn With a Town and Country Vacation Project. E. H. Regnier. 6 pages.

Circular 852: Tree Planting for You. W. F. Bulkley. 40 pages.

Circular 853: 1961--37th Annual Summary of Illinois Farm Business Records. A. G. Mueller and D. F. Wilken. 20 pages.

Circular 854: Food in Our Society. R. G. F. Spitze and H. D. Guither. 15 pages

AGRICULTURAL COMMUNICATIONS

RR-7 Does It Matter Who Says So? 100 Illinois Dairy Farmers Appraise Dairy Information Sources, Robert L. Nemcik and James F. Evana. 12 pages.

RR-9 100 Illinois Farmers View Their Extension Service. Phil B. Jones and Su Ann K. Johnston. 12 pages.

RR-10 Why Editors Use or Don't Use Farm News: A Case Study. James H. White and Su Ann K. Johnston. 6 pages.

RR-11 Is Color Necessary? Robert A. Jarnagin and Su Ann K. Johnston. 6 pages.

RR-12 How Illinois Farmers Use and View Four Recommended Dairying Practices. Donald J. Button and James F. Evans. 14 pages.

RR-13 Outlook Information: Do Hog Raisers Get It and Use It? James E. Ross and Su Ann K. Johnston.

AGRICULTURAL ECONOMICS

Vol. 2, No. 2 Illinois Agricultural Economics. July, 1962. 43 pages.

AERR-51 Property Taxes Paid by Illinois Farmers. N. G. P. Krausz, A. G. Mueller and R. B. Gomein. 20 pages.

AERR-52 The Spatial Structure of the Lumber Industry: Estimated Interregional Flows and Price Differentials. I. I. Holland and G. G. Judge. 42 pages.

AERR-54 A Graphic Summary of Land Tenure in Illinois. Franklin J. Reiss. 47 pages.

AE-3785 Will Laying Flocks Compete on a Diversified Farm? R. P. Bentz. 7 pages.

AE-3786 The 1961 Report on the Test-Demonstration Farm Program in Illinois. Fay M. Sims. 14 pages.

AE-3794 Soybean and Product Outlook, 1962-63. V. I. West. 7 pages.

Current Comments on Egg and Poultry Marketing

No. 5 Is Your Image Showing? R. P. Bentz. 2 pages

No. 6 Size of Flock. R. P. Bentz and J. C. Headley. 2 pages.

Economics for Agriculture

FM 22 Crop Intensity and Income Stability in Illinois. Earl R. Swanson. 4 pages.

MKTG 33 European Common Market (EEC) Trade Policies and U. S. Agricultural Markets. S. C. Schmidt. 5 pages.

Farm Management Facts and Opinions

No. 258 Winter Forage--Hay or Silage? A. G. Mueller and L. R. Fryman. 2 pages.

No. 259 Forage--What Is It Worth? Earl R. Swanson. 2 pages.

AGRICULTURAL ENGINEERING

TM No. 20 Tractor Governors Need Repair and Adjustment. J. A. Weber. 2 pages.

AGRONOMY

Agronomy News

No. 213 Does Nitrogen Affect the Maturity of Corn? 2 pages.

No. 214 Plan Your Summer Seedings. 2 pages.

ANIMAL SCIENCE

Monthly Poultry Suggestions

6-62 Lights for Growing Pullets. S. F. Ridlen and Hugh S. Johnson. 2 pages.

7-62 Lights for Laying Hens. S. F. Ridlen and Hugh S. Johnson. 2 pages.

ENTOMOLOGY

NHE-6 Bagworms. 2 pages.

NHE-109 Mimosa Webworm. 2 pages.

FORESTRY

F-498 Independent Factors in Small Woodland Owner Behavior in Illinois. I. Irving Holland and Ronald I. Beazley. 35 pages.

Photos Available...

62B-188-6 100 YEARS OF PROGRESS in swine feeding is demonstrated by two gilts selected from two groups of hogs fed 1862 and 1962 swine rations prior to the U. of I. Farm and Home Science Show.

62B-193-9 U. of I. agronomists are experimenting with plants related to corn and native to tropical regions. They hope that some of these crosses may help improve our corn hybrids.

FARM EDITORS' ORDER SHEET

Harold D. Guither
Acting Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

September, 1962, No. 58

Please send me the items circled below:

Bulletin: 687

Circulars: 848, 850, 851, 852, 853, 854

AGRICULTURAL COMMUNICATIONS: RR-7, RR-9, RR-10, RR-11, RR-12, RR-13

AGRICULTURAL ECONOMICS: Vol. 2, No. 2, AERR-51, AERR-52, AERR-54, AE-3785, AE-3786, AE-3794

Current Comments on Egg and Poultry Marketing: No. 5, No. 6

Economics for Agriculture: FM-22, MKTG-33

Farm Management Facts and Opinions: No. 258, No. 259

AGRICULTURAL ENGINEERING: TM No. 20

Agronomy News: No. 213, No. 214

Monthly Poultry Suggestions: 6-62, 7-62

ENTOMOLOGY: NHE-6, NHE-109

FORESTRY: F498

PHOTOS: 62B-188-6, 62B-193-9

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Remarks _____

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Name _____ Publication _____

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HDG:SKJ:dl
9/4/62

NEWS FOR FARM PAPER EDITORS

UNIVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

October 1962, No. 59

Events Coming Up...

SYMPOSIUM ON PROTEIN NUTRITION METABOLISM, October 16-17--A high-level conference on protein nutrition featuring talks by scientists from Guatemala, Jamaica, Scotland and the United States. The symposium will be held in the Law Building Auditorium.

ILLINOIS FALL FLORISTS' CONFERENCE, November 4-5--This conference for florists, both retailers and growers, will be held at the Motel Urbana in Urbana. Co-sponsors are the UI Division of Floriculture and Ornamental Horticulture and the Illinois State Florists' Association.

FARMSTEAD PLANNING AND MECHANIZATION WORKSHOP, December 4-6--The annual Farm Structures Day program has been incorporated into the first day of this three-day workshop. Object of the event is to discuss all aspects of building an efficient, mechanized farmstead. Discussions will center around designing a mechanized system; type of livestock shelters needed as part of any good farmstead plan; storage facilities; feed handling; manure handling; economic justification of a mechanized system, etc. The first day of the workshop will be held in the Law Building Auditorium and the final two days in the Agricultural Engineering Building.

TURFGRASS CONFERENCE, December 6-7--Commercial turfmen, golf course superintendents and park district supervisors will be among those attending this annual U. of I. conference. Diseases, insect problems and management will be discussed.

ILLINOIS SHEEP DAY, December 7--This program will feature research reports and other topics of current interest to sheepmen. The program will be held in the Stock Pavilion.

AGRICULTURAL INDUSTRIES FORUM, January 29-30--The forum will feature general sessions as well as special sessions on rural area development and on marketing of livestock, grain, poultry, dairy products and farm supplies.

Research in Progress...

FARM CREDIT PRACTICES--Agricultural economists are studying the credit available to farmers from banks, production associations and machinery, feed, petroleum and fertilizer dealers. They hope to determine how a farmer with a given type of operation can best use the credit available to him.

EGG PRODUCTION AND MARKETING--Ag economists are studying the financing and production of eggs in Illinois to determine what circumstances might make egg production contracts desirable. Information is also being collected on types of egg production contracts being used in Illinois as part of a regional research project.

PNEUMATIC FEED CONVEYING--Agricultural engineers say an experimental small-pipe, medium-pressure pneumatic feed conveying system is performing well. The weakest point in the system is the feed-flow diverter valve. These valves wear out too fast (they will pass about 100 tons of feed before failure). Researchers are trying a number of experimental liners to find a better valve design. The over-all operation of the conveying system and the automatic control system has been excellent.

AUTOMATIC FEEDER FOR STANCHIONED ANIMALS--Ag engineers also are working to develop a multiple-purpose automatic feeder for delivering predetermined quantities of feed to stanchioned animals. The engineers have tested three methods for delivering two different known quantities of feed to a single location. One system is an auger; another, two bags or sacks above each animal; and the third, a piston which works back and forth in a tube. Tests indicate the piston arrangement is the most reliable so far.

New Publications Available...

AGRICULTURAL ECONOMICS

AE-3790 Feeder Cattle Guide for 1962-1963. A. G. Mueller. 25 pages.

AE-3793 Agricultural Economics Teaching and Our Domestic Problems. R. G. F. Spitze. 14 pages.

AE-3795 Changes in the Distribution of Illinois Population. C. L. Folse and L. A. Duewer. 5 pages.

AE-3797 Facts on Milk Marketing. Roland W. Bartlett. 13 pages.

BBS-125 What Makes Farm Income? L. H. Simerl. 11 pages.

ELS-1 Discussion: the Socio-Political-Economic Framework of Agriculture in the Rural-Urban Fringe. Elmer L. Sauer. 6 pages.

ELS-2 Trends in Economics of Mined Area Restoration. Elmer L. Sauer. 12 pages.

Economics for Agriculture

FM-23 Variations in Costs and Returns on Different Sizes and Types of Illinois Farms. D. F. Wilken. 3 pages.

MKTG-34 Long-Run Trends in the Egg Industry, 1932-1961. R. P. Bentz. 4 pages.

TA-13 Crop Yields by Soil Productivity Levels in Illinois. Franklin J. Reiss. 6 pages.

AGRICULTURAL ENGINEERING

FB-24 Aluminum-Coated Fiberboard as Crib Liner for Storing High-Moisture Corn. E. L. Hansen and G. C. Shove. 2 pages.

AGRONOMY

AG-1890 Winter Wheat in Illinois. R. O. Weibel, W. O. Scott, and W. D. Pardee. 12 pages.

Agronomy News

No. 215 Suggestions for Fertilizing Wheat. 3 pages.

No. 216 1962 Wheat Variety Recommendations for Illinois. 2 pages.

No. 217 Music and Corn Growth. 2 pages.

ANIMAL SCIENCE

Monthly Poultry Suggestions

8-62 Better Housing for Layers. Hugh S. Johnson and S. F. Ridlen. 2 pages.

ENTOMOLOGY

HBP Hessian Fly Conditions in Illinois for 1962. 3 pages.

PLANT PATHOLOGY

No. 301 Leaf and Stem Diseases of Alfalfa. Malcolm C. Shurtleff and J. W. Gerdemann. 4 pages.

No. 918 Alternaria Leaf Spot or Blight of Cucurbits. Malcolm C. Shurtleff and M. B. Linn. 2 pages.

No. 920 Anthracnose of Cucumber, Muskmelon, Watermelon, and Other Vine Crops. Malcolm C. Shurtleff and M. B. Linn. 2 pages.

No. 1001 (revised) Fungicide Seed Treatment for Small Grains. M. P. Britton and Malcolm C. Shurtleff. 4 pages.

PHOTOS AVAILABLE:

62A-108-1 New plant sciences building under construction.

62A-82-1 First U. of I. building

62A-65 Aerial view of 4-H Memorial Camp at Monticello

FARM EDITORS' ORDER SHEET

Harold D. Guither
Acting Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

October, 1962, No. 59

Please send me the items circled below:

AGRICULTURAL ECONOMICS: AE-3790, AE-3793, AE-3795, AE-3797, BBS-125, ELS-1, ELS-2

Economics for Agriculture: FM-23, MKTG-34, TA-13

AGRICULTURAL ENGINEERING: FB-24

AGRONOMY: AG-1890

Agronomy News: No. 215, No. 216, No. 217

Monthly Poultry Suggestions: 8-62

ENTOMOLOGY: HBP

PLANT PATHOLOGY: No. 301, No. 918, No. 920, No. 1001 (revised)

PHOTOS: 62A-108-1, 62A-82-1, 62A-65

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HDN:SKJ:HDG:dl

NEWS FOR FARM PAPER EDITORS

IVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

November 1962, No. 60

Events Coming Up...

ILLINOIS FLORISTS' FALL CONFERENCE, November 4-5--This conference for florists, both retailers and growers, will be held at the Motel Urbana in Urbana. Co-sponsors are the U. of I. Division of Floriculture and Ornamental Horticulture and the Illinois State Florists' Association.

FARMSTEAD PLANNING AND MECHANIZATION WORKSHOP, December 4-6--The annual Farm Structures Day program has been incorporated into the first day of this three-day workshop. Object of the event is to discuss all aspects of building an efficient, mechanized farmstead. Discussions will center around designing a mechanized system; type of livestock shelters needed as part of any good farmstead plan; storage facilities; feed handling; manure handling; economic justification of a mechanized system, etc. The first day of the workshop will be held in the Law Building Auditorium, and the final two days in the Agricultural Engineering Building.

TURFGRASS CONFERENCE, December 6-7--Commercial turfmen, golf course superintendents and park district supervisors will be among those attending this annual U. of I. conference at the Law Auditorium on campus. Diseases, insect problems and management will be discussed.

SHEEP DAY, December 7--Sheep research workers will report on the effect of nitrate and Vitamin A as related to sheep and self-feeding of breeding ewes. Other research under way on carcass evaluation will also be reported. Sheep producers, breeders and lamb feeders will report their experiences on topics of current interest.

CUSTOM SPRAY OPERATORS' TRAINING SCHOOL, January 23-24--This 15th annual school will feature U. of I. and other nationally known specialists. They will review the latest developments in the areas of insects, weeds, diseases and spray equipment. This school is open to anyone interested in the judicious use of agricultural chemicals--farm managers, farmers using chemicals, dealers, salesmen and custom spray applicators. The two-day school will be held in the Illini Union.

AGRICULTURAL INDUSTRIES FORUM, January 29-30--This will be the fifth program of its type in which businessmen in agriculturally related industry meet to hear research workers and business executives discuss the trends and problem situations of their field. General sessions as well as special programs on marketing livestock, grain, poultry, dairy products and farm supplies are now being planned.

ILLINOIS SOCIETY OF PROFESSIONAL FARM MANAGERS AND RURAL APPRAISERS, annual meeting, Illini Union Building, Urbana, January 31 - February 1.

BEEF DAY at Dixon Springs Experiment Station, February 6.

SHEEP DAY at Dixon Springs Experiment Station, February 13.

ILLINOIS SWINE DAY, Urbana, March 19.

ILLINOIS CATTLE FEEDERS DAY, Urbana, April 5.

Research in Progress...

AUTOMATIC DAIRY FEEDING--U. of I. ag engineers and dairy scientists are trying a new approach to automatic feeding of dairy cattle. They've built an experimental feed metering device in which the amount of feed metered to the cow depends on the amount of water she drinks. Feed and water intake are correlated to give her the proper ration.

FEED UTILIZATION IN SHEEP--Animal scientists are using 48 feeder lambs to find out how a sheep digests its feed. Close records are being kept on weight gains. Samples of material from the rumen are being taken through a tube inserted into the sheep's throat.

BEEF CARCASS DEVELOPMENT--Animal scientists in the meats division are just beginning a four-year study in which steers will be fed to weights of 600, 800, 1,000 and 1,200 pounds and slaughtered to determine quality and proportion of lean meat in the carcass. Different types of beef, dairy and beef-dairy crosses will be included.

WEED CONTROL--Preliminary weed control studies in woody ornamentals show that Simazine at the 2, 3 and 4 pound rates of actual chemical per acre in wettable powder form gives best control. U. of I. researchers are checking further on the time of application. Studies indicate that the chemical might be applied sooner than one year after trees, shrubs and ground cover are planted.

MORROW PLOTS--The famed Morrow Plots continue to produce well on soil previously depleted by continuous corn. One plot receiving no plant food since 1876 and lime, nitrogen, phosphorus and potassium since 1955 yielded 123.8 bushels per acre. Top yield this year was 131.5 bushels from a plot getting manure, lime and phosphorus from 1904 to 1955 and manure, lime and phosphorus plus nitrogen, phosphorus and potassium since 1955. These yields are the second highest in the plots' history, being surpassed only by 1958 yields.

New Publications Available...

C-855 Choosing the Most Profitable Fertilizer Program. By C. L. Ahrens and Earl R. Swanson. 16 pages.

C-857 Plastic Greenhouses. By J. W. Courter. 32 pages.

AGRICULTURAL ECONOMICS:

AE-3807 Oil and Gas Leasing--the Agricultural Interest. By N. G. P. Krausz and and L. E. Eaton. 8 pages.

AE-3808 Proceedings of the Fourth Agricultural Industries Forum. 33 pages.

AE-3796 The New Illinois Commercial Code and Farm Financing. By N. G. P. Krausz. 10 pages.

AERR-55 Interregional Analyses of the Corn Sector. By G. G. Judge and T. A. Hieronymus. 40 pages.

Current Comments on Egg and Poultry Marketing

No. 7 The Law of Supply and Demand. By R. P. Bentz. 2 pages.

Farm Management Facts and Opinions

260 Moisture Wise Is Dollar Wise. By F. W. Andrew. 2 pages.

261 How to Determine Moisture in Grain. By F. W. Andrew. 2 pages.

262 How Big Is a One-Man Farm? By F. J. Reiss. 2 pages.

AGRICULTURAL ENGINEERING:

9-62 Electric Power and Processing Engineering Report on Drying High-Moisture Shelled Corn. By H. H. Beaty and G. C. Shove. 13 pages.

AGRONOMY:

10-62 Oat and Soybean Variety Demonstration Plots and University Field Trial Results. By W. D. Pardee. 2 pages.

Agronomy News:

No. 218 Control Perennial Weeds Now! 2 pages.

No. 219 Late Fall Alfalfa Management. 2 pages.

Monthly Poultry Suggestions

9-62 You Need All Three--Insulation, Ventilation and Vapor Barrier. By Hugh S. Johnson and S. F. Ridlen. 2 pages.

Timely Topics for Farm Advisers

10-62 What Does a Good Boar Record Look Like? By T. R. Greathouse. 2 pages.

DAIRY SCIENCE:

9-62 A Year's Progress in Dairy Herd Improvement. 39 pages.

Timely Tips for Dairymen

9-62 What Are the Odds? (Milking machine maintenance problems). By J. G. Cash. 3 pages.

FORESTRY:

FN-99 Zectran Shows Promise as an Insecticide for Controlling the European Pine Shoot Moth. By R. G. Rennels. 2 pages.

PLANT PATHOLOGY:

401 Slime Molds. By M. C. Shurtleff and M. P. Britton. 2 pages.

504 Root and Stem Diseases of Soybeans. By M. C. Shurtleff and D. W. Chamberlain. 5 pages.

505 Virus Diseases of Soybeans. By M. C. Shurtleff and D. W. Chamberlain. 3 pages.

917 Virus Diseases of Tomato in Illinois. By M. C. Shurtleff, H. H. Thornberry and M. B. Linn. 7 pages.

919 Angular Leaf Spot of Cucurbits. By M. C. Shurtleff and M. B. Linn. 3 pages.

921 Bacterial Blights of Garden Beans. By M. C. Shurtleff and M. B. Linn. 3 pages.

PHOTOS AVAILABLE:

62B 215 Wide differences in proportion of fat to lean can occur in two beef carcasses of the same grade. Photo illustrates part of beef carcass evaluation research.

62B 217 Morrow Plot Harvest

62B 220X Dairy Feeding Automation Research

FARM EDITORS' ORDER SHEET

Harold D. Guither
Acting Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

November, 1962, No. 60

Please send me the items circled below:

Circulars: C-855, C-857

AGRICULTURAL ECONOMICS: AE-3807, AE-3808, AE-3796, AERR-55

Current Comments on Egg and Poultry Marketing: No. 7

Farm Management Facts and Opinions: 260, 261, 262

AGRICULTURAL ENGINEERING: 9-62

AGRONOMY: 10-62

Agronomy News: No. 218, No. 219

ANIMAL SCIENCE:

Monthly Poultry Suggestions: 9-62

Timely Topics for Farm Advisers: 10-62

DAIRY SCIENCE: 9-62

Timely Tips for Dairymen: 9-62

FORESTRY: FN-99

PLANT PATHOLOGY: 401, 504, 505, 917, 919, 921

PHOTOS: 62B-217, 62B-215, 62B-220X

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NEWS FOR FARM PAPER EDITORS

UNIVERSITY OF ILLINOIS · COLLEGE OF AGRICULTURE · EXTENSION EDITORIAL OFFICE

December 1962, No. 61

Events Coming Up...

FARMSTEAD PLANNING AND MECHANIZATION WORKSHOP, December 4-6. The annual Farm Structures Day has been incorporated into the first day of this three-day workshop. The program includes discussions on designing a mechanized system, type of shelters, storage facilities, feed handling, manure handling, and economic justification. Sessions are to be held in the law building auditorium and agricultural engineering building.

TURFGRASS CONFERENCE, December 6-7, Law Building Auditorium. Designed for those responsible for turf management, such as golf course superintendents and park supervisors.

SHEEP DAY, December 7, Stock Pavilion. Features latest research reports and presentations by producers.

CUSTOM SPRAY OPERATORS' TRAINING SCHOOL, January 23-24. U. of I. staff members and other nationally known specialists will review latest developments and recommendations in weed, insect and disease control and use of spray equipment.

AGRICULTURAL INDUSTRIES FORUM, January 29-30, Garner House. Staff members and industry representatives will discuss current and future trends in the general economy, in agriculture and in marketing dairy products, grain, livestock, poultry and eggs, feed and farm supplies. A special session on rural areas development is also planned. Complete programs will be sent after Christmas.

ILLINOIS SOCIETY OF PROFESSIONAL FARM MANAGERS AND RURAL APPRAISERS, annual meeting, Illini Union Building, January 31 - February 1.

BEEF DAY at Dixon Springs Experiment Station, February 6.

SHEEP DAY at Dixon Springs Experiment Station, February 13.

ILLINOIS SWINE DAY, Urbana, March 19.

ILLINOIS CATTLE FEEDERS DAY, Urbana, April 5.

Research in Progress...

Milk prices and supplies. Agricultural economists are studying the relation between milk prices and supplies of milk offered by producers now in the Chicago milk market and by potential entrants into the market. Data from farms and market sources are to be used.

Most profitable farrowing plans for hogs. Agricultural economists are developing linear programming models to compare alternative dates of farrowing in confinement, pasture and combinations of the two. Data have been taken from survey records of hog producers as well as from sources available at the Experiment Station. Research will be completed this winter, and publication is likely in 1963.

Most desirable financing and production organization for cattle feeding. Agricultural economists are beginning a study to estimate capital required to equip and stock cattle-feeding enterprises with varying sizes and types of materials-handling equipment.

Light Affects Corn Yields--Preliminary studies at the University of Illinois reinforce the importance of light in growing corn. With a plant population of 16,000 per acre, black plastic put down soon after corn came up reduced yields from 153.9 to 149.6 bushels per acre. In the same test, white plastic increased yield to 174.9 bushels. With a population of 24,000 per acre, white plastic put down after corn emerged increased the yield from 152.1 to 166.6 bushels per acre. Similar tests will continue at the Agronomy South Farm.

In another light relationship study, agronomist J. W. Pendleton used aluminum foil or removed corn leaves to check effect on yield. Results of this study show that, while top and middle leaves are important, bottom leaves also contribute measurably to the plant's well-being and eventual yield. Covering or cutting off the two top leaves reduced yields as much as 16 percent. Covering or removing the top four leaves pushed yield losses as high as 36 percent. Cutting off or covering the middle four leaves reduced yields as much as 44 percent, while removing or covering the four bottom leaves reduced yields as much as 17 percent. Covering all the leaves--the same effect as a heavy hail at tasseling time--reduced yields 98.4 percent. Yields of untreated plots averaged over 125 bushels per acre from a plant population of 12,000 per acre.

Early Weaning of Dairy Calves--U. of I. dairy scientists have completed a study in which they weaned dairy calves at 28 days instead of the usual 56 days. The early-weaned calves gained just as well as calves weaned at 56 days at a feed cost saving of $4.75 per calf. The dairy scientists say the research showed no significant differences in total gains, heart girth growth or height of withers up to 84 days, and little difference in the amount of starter and hay consumed by the two calf groups.

Publications Available....

AGRICULTURAL ECONOMICS

AE-3812 Dairy Marketing Facts. 2 pages

AERR-56 Landlord and Tenant Shares, 1961. By Franklin J. Reiss. 10 pages.

AERR-57 A Summary of Selected Estimated Behavior Relationships for Agricultural Products in the United States. By H. E. Buchholz, G. G. Judge, and V. I. West. 131 pages. (Technical formulas for showing estimated supply and demand relationships for agricultural commodities.)

AERR-58 Should the Government Include Packaged Sterilized Cream in Its Price-Support and Food-for-Peace Programs? By R. W. Bartlett. 10 pages.

Current Comments on Egg and Poultry Marketing

No. 8 A Change in Supply or Demand. By R. P. Bentz. 2 pages.

Economics for Agriculture

TA 8 Farmland Values From the 1959 Census. By F. J. Reiss. 2 pages.

Farm Management Facts and Opinions

No. 263 Changes in Capital Investment and Farm Size in Southern Illinois. By J. E. Wills. 2 pages.

No. 264 Ownership of Feed-Handling Equipment on Rented Farms. By J. E. Wills. 2 pages.

AGRONOMY

Agronomy News

No. 220 Soybean Damage Widespread. By W. D. Pardee. 2 pages.

No. 221 Safflower Not Adapted to Illinois. By W. D. Pardee. 2 pages.

PLANT PATHOLOGY

106 Bacterial Blights of Oats. By Malcolm C. Shurtleff and Henry K. Jedlinski. 2 pages.

107 Ergot of Cereals and Grasses. By Malcolm C. Shurtleff and J. R. Pickard. 3 pages.

F-39 Leaf and Stem Diseases of Alfalfa. By Malcolm C. Shurtleff and J. W. Gerdemann. 4 pages.

G-23 Fungicide Seed Treatment for Small Grains. By M. P. Britton and Malcolm C. Shurtleff. 4 pages.

S-13 Virus Diseases of Soybeans. By Malcolm C. Shurtleff and D. W. Chamberlain. 3 pages.

VETERINARY MEDICINE

No. 3 Resumé of Rabies in the United States, 1961. By James A. Porter, Jr. 4 pages.

PHOTOS AVAILABLE....

62B-245-4 Prize-winning pork cuts. University of Illinois meats division scored top honors at the recent National Pork Industry Conference in the new pork cuts contest.

62B-244-1 Lamb carcass research. Research on lamb carcass evaluation will be reported at Sheep Day, December 7.

62B-242-X Cuts from a side of beef. B. C. Breidenstein demonstrates the wholesale cuts and amount of fat coming from a side of beef.

FARM EDITORS' ORDER SHEET

(If you would like any of this month's listings, please return to address below by December 22.)

Harold D. Guither
Acting Extension Editor
College of Agriculture
University of Illinois
Urbana, Illinois

December, 1962, No. 61

Please send me the items circled below:

AGRICULTURAL ECONOMICS: AE-3812, AERR-56, AERR-57, AERR-58

Current Comments on Egg and Poultry Marketing: No. 8

Economics for Agriculture: TA 8

Farm Management Facts and Opinions: 263, 264

Agronomy News: No. 220, No. 221

PLANT PATHOLOGY: 106, 107, F-39, G-23, S-13

VETERINARY MEDICINE: No. 3

PHOTOS AVAILABLE: 62B-245-4, 62B-244-1, 62B-242-X

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Remarks _____

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Name _____ Publication _____

Address _____

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From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

January - February 1962

January 6	Illinois Swine Herd Improvement Association Annual Meeting. Jefferson Hotel, Peoria. 9:30 a.m.
January 9	4-H Automotive Leaders' Clinic. Peoria County Farm Bureau Auditorium, Peoria. 9:30 a.m.
January 10	Wabash Valley Seminar. Law Auditorium, University of Illinois, Urbana. 8 p.m.
January 10	4-H Automotive Leaders' Clinic. Kane County Farm Bureau Auditorium, Geneva. 9:30 a.m.
January 10-12	Illinois Canners School. Urbana-Lincoln Motor Inn, Urbana. 1 p.m.
January 11	Local 4-H Club Leaders Conference. Methodist Church, Rantoul. 9:30 a.m.
January 12	Local 4-H Club Leaders Conference. Methodist Church, Streator. 9:30 a.m.
January 16	Regional Poultry Day. St. Paul's Evangelical and Reformed Church, Pekin. 10 a.m.
January 16-17	Illinois Fertilizer Industry Conference. Champaign Country Club, Champaign. Registration, 8:30 a.m.
January 16	4-H Automotive Leaders' Clinic. Morgan County Farm Bureau Auditorium. Jacksonville. 9:30 a.m.
January 17	Local 4-H Club Leaders Conference. Presbyterian Church, Olney. 9:30 a.m.
January 17	Local 4-H Club Leaders Conference. Masonic Lodge, Vienna. 9:30 a.m.
January 18	Local 4-H Club Leaders Conference. Farm Bureau Building, Vandalia. 9:30 a.m.
January 18	Local 4-H Club Leaders Conference. K. of C. Hall, Pinckneyville. 9:30 a.m.
January 19	Local 4-H Club Leaders Conference. Zion Lutheran Church, Bethalto. 9:30 a.m.
January 19	Local 4-H Club Leaders Conference. McLeansboro Court House, McLeansboro. 9:30 a.m.
January 20	Illinois Christmas Tree Growers Association. Allerton House, University of Illinois, Monticello.

-more-

Farm Bureau Main and Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

January - February 1967

January 6	Illinois Grain Land Improvement Association Annual Meeting. Conference Hotel, Peoria. 9:00 a.m.
January 9	4-H Automotive Leaders Clinic. Peoria County Farm Bureau Auditorium, Peoria. 8:00 a.m.
January 11	Farmer Valley Seminar. Law Auditorium, University of Illinois. 10 a.m.
January 11	4-H Automotive Leaders' Clinic. Knox County Farm Bureau Auditorium, Galesburg. 9:30 a.m.
January 11-12	Illinois Grassland School. Lincoln-Douglas Hotel, Urbana. 1 p.m.
January 11	Local 4-H Club Leaders Conference. Methodist Church, Tuscola. 9:30 a.m.
January 12	Local 4-H Club Leaders Conference. Methodist Church, Kewanee. 9:30 a.m.
January 16	Regional Poultry Day. St. Louis Evangelical and Reformed Church, Mobile. 10 a.m.
January 16-17	Illinois Petroleum Industry Conference. Champaign County Club, Champaign. Registration, 6:30 p.m.
January 16	4-H Automotive Leaders' Clinic. Warren County Farm Bureau Auditorium, Monmouth. 9:30 a.m.
January 17	Local 4-H Club Leaders Conference. Presbyterian Church, Olney. 9:30 a.m.
January 17	Local 4-H Club Leaders Conference. Masonic Lodge, Vienna. 9:30 a.m.
January 18	Local 4-H Club Leaders Conference. Farm Bureau Building, Pontiac. 9:30 a.m.
January 19	Local 4-H Club Leaders Conference. U. of I. Hall, Mount Vernon. 1:30 p.m.
January 19	Local 4-H Club Leaders Conference. Elks Lodge, Mount Carmel. 9:30 a.m.
January 19	Zone 4-H Club Leaders Conference. Midsummer Farm Bureau Auditorium, Colchester. 10:30 a.m.
January 20	Illinois Grassland Farm Grassland Association. Miller Lake Resort, Galesburg or Lincoln, Illinois.

January 23	Local 4-H Club Leaders Conference. Farm Bureau Building, Morrison, 9:30 a.m.
January 23	Local 4-H Club Leaders Conference. Jefferson Hotel, Peoria. 9:30 a.m.
January 23	Aerial Applicators Association Meeting. Room 209 Illini Union, University of Illinois, Urbana. 4 p.m.
January 23	Illinois Ground Operators Association Meeting. Room 211, Illini Union, University of Illinois, Urbana. 4 p.m.
January 23-25	Illinois Custom Spray Operators School. Illini Union, University of Illinois, Urbana.
January 24	Local 4-H Club Leaders Conference. Faust Hotel, Rockford. 9:30 a.m.
January 24	Local 4-H Club Leaders Conference. Hotel Custer, Galesburg. 9:30 a.m.
January 25	Local 4-H Club Leaders Conference. Hinsdale Community Building, Hinsdale. 9:30 a.m.
January 25	Local 4-H Club Leaders Conference. Masonic Temple, Carthage. 9:30 a.m.
January 26	Regional Poultry Day. McLeansboro Court House, McLeansboro. 10 a.m.
January 26	Local 4-H Club Leaders Conference. Holiday Inn, Kankakee. 9:30 a.m.
January 26	Local 4-H Club Leaders Conference. Farm Bureau Hall, Jacksonville. 9:30 a.m.
January 29-31	Thirty-Second Annual Rural Pastors and Lay Leaders Short Course. Registration at University YMCA (Latzer Hall), 1001 S. Wright St., Champaign. Tuesday and Wednesday sessions at Illini Union, University of Illinois, Urbana.
January 30-31	Agricultural Industries Forum. Garner House, University of Illinois, Urbana. Registration, 8:30 a.m.
January 31-February 1	Illinois Nutrition Conference. Law Building Auditorium, University of Illinois, Urbana.
February 1-2	Illinois Society of Professional Farm Managers and Rural Appraisers Annual Meeting. Illini Union, University of Illinois, Urbana. 12 noon.
February 2,3,4	Rural Youth Winter Rally. Clark House, University of Illinois, Urbana. Registration, 7 p.m.
February 6	Local 4-H Club Leaders Conference. Immanuel Lutheran Church, Lincoln. 9:30 a.m.

February 7	Local 4-H Club Leaders Conference. Methodist Church, Mattoon. 9:30 a.m.
February 15	Electric Home Heating Symposium. Northern Illinois University, DeKalb. 9 a.m.
February 19	Wabash Valley Seminar. Law Auditorium, University of Illinois, Urbana. 8 p.m.
February 21	Electric Home Heating Symposium. Elks Club, Decatur. 9 a.m.
February 22	Electric Home Heating Symposium. L and N Restaurant, Mt. Vernon. 9 a.m.
February 22	Illinois Turkey Growers Annual Meeting. 135 Animal Sciences Laboratory, University of Illinois, Urbana. 9:30 a.m.
February 23	Forage Facts Roundup. Illinois Wesleyan Memorial Center, Bloomington. 10 a.m.
February 26	Forage Facts Roundup. Methodist Church, Effingham. 10 a.m.
February 27	Forage Facts Roundup. Moose Lodge, Mt. Vernon. 10 a.m.
February 28	Forage Facts Roundup. Dixon Springs Experiment Station, Robbs. 10 a.m.

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February 7	Local 4-H Club Leaders Conference. Northern Illinois University, DeKalb. 10:00 a.m.
February 13	Illinois Farm Bureau Symposium. Northern Illinois University, DeKalb. 9 a.m.
February 19	Illinois Farm Bureau Symposium. Illinois State University, Normal. 9 a.m.
February 20	Illinois Farm Bureau Symposium. Illinois State University, Normal. 9 a.m.
February 21	Illinois Farm Bureau Symposium. Illinois State University, Normal. 9 a.m.
February 22	Illinois Farm Bureau Symposium. Illinois State University, Normal. 9 a.m.
February 23	Illinois Farm Bureau Annual Meeting. Illinois State University, Normal. 9 a.m.
February 24	Illinois Farm Bureau Annual Meeting. Illinois State University, Normal. 9 a.m.
February 25	Illinois Farm Bureau Annual Meeting. Illinois State University, Normal. 9 a.m.
February 26	Illinois Farm Bureau Annual Meeting. Illinois State University, Normal. 9 a.m.
February 27	Illinois Farm Bureau Annual Meeting. Illinois State University, Normal. 9 a.m.
February 28	Illinois Farm Bureau Annual Meeting. Illinois State University, Normal. 9 a.m.

From Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

December 1961 - January 1962

November 30-December 1	Income Tax Training School. Fayette County Farm Bureau Building, Vandalia. 10:00 a.m.
November 30-December 1	Income Tax Training School. Champaign County Farm Bureau Building, Champaign. 10:00 a.m.
December 4-5	Income Tax Training School. Morgan County Farm Bureau Building, Jacksonville. 10:00 a.m.
December 4-5	Income Tax Training School. Moose Lodge Building, Mt. Vernon. 10:00 a.m.
December 4-5	Illinois Turfgrass Conference. Law Building Auditorium, University of Illinois, Urbana.
December 6	Edwards County Area Feeder Pig Sale. Albion. 1 p.m.
December 7	Benton Feeder Pig Sale. Benton, 1 p.m.
December 7-8	Income Tax Training School. DeKalb County Farm Bureau Building, Galesburg. 10:00 a.m.
December 8	Illinois Sheep Day. Stock Pavilion, University of Illinois, Urbana. Sheep Barns open at 9 a.m. Registration in the Stock Pavilion at 10:00 a.m.
December 9	Illinois Sheep Breeders Association Bred Ewe Sale. Stock Pavilion, University of Illinois, Urbana. 12:30 p.m.
December 11-14	Weed Society of America Annual Meeting. Sheraton-Jefferson Hotel, St. Louis.
December 12	District Hatchery and Egg Council Meeting. Agriculture Building, Southern Illinois University, Carbondale. 9:30 a.m.
December 13	District Hatchery and Egg Council Meeting. Faculty Lounge, Illini Union, University of Illinois, Urbana. 9:30 a.m.
December 14	District Hatchery and Egg Council Meeting. Community Building, Dixon. 9:30 a.m.
December 19	Northern Illinois Lamb Feeders Tour. Marshall Krug Farm, Ottawa. 9:30 a.m.
December 20	Western Illinois Lamb Feeders Tour.
January 6	Illinois Swine Herd Improvement Association Annual Meeting. Jefferson Hotel, Peoria. 9:30 a.m.

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January 10-12	Illinois Canners School. Urbana-Lincoln Motor Inn, Urbana. 1 p.m.
January 16-17	Illinois Fertilizer Industry Conference. Champaign Country Club, Champaign. Registration, 8:30 a.m.
January 23-25	Illinois Custom Spray Operators School. Illini Union, University of Illinois, Urbana.
January 23	Aerial Applicators Association Meeting. Room 209, Illini Union University of Illinois, Urbana. 4 p.m.
January 23	Illinois Ground Operators Association Meeting. Room 211 Illini Union, University of Illinois, Urbana. 4 p.m.
January 30-31	Agricultural Industries Forum. Garner House, University of Illinois, Urbana. Registration, 8:30 a.m.
January 31 February 1	Illinois Nutrition Conference. University of Illinois, Urbana.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS
February-March, 1962

February 6	Local 4-H Club Leaders Conference. Immanuel Lutheran Church, Lincoln. 9:30 a.m.
February 6-7	Dixon Springs Experiment Station Beef Cattle Days. University of Illinois, Robbs.
February 7	Local 4-H Club Leaders Conference. Methodist Church, Mattoon. 9:30 a.m.
February 13	Dixon Springs Experiment Station Sheep Day. Robbs.
February 15	Electric Home Heating Symposium. Northern Illinois University, DeKalb. 9 a.m.
February 19	Wabash Valley Seminar. Law Auditorium, University of Illinois, Urbana. 8 p.m.
February 21	Electric Home Heating Symposium. Elks Club, Decatur. 9 a.m.
February 22	Electric Home Heating Symposium. L and N Restaurant, Mt. Vernon. 9 a.m.
February 22	Illinois Turkey Growers Annual Meeting. 135 Animal Sciences Laboratory, University of Illinois, Urbana. 9:30 a.m.
February 23	Forage Facts Roundup. Illinois Wesleyan Memorial Center, Bloomington. 10 a.m.
February 26	Forage Facts Roundup. Methodist Church, Effingham. 10 a.m.
February 27	Forage Facts Roundup. Moose Lodge, Mt. Vernon. 10 a.m.
February 28	Forage Facts Roundup. Dixon Springs Experiment Station, Robbs. 10 a.m.
March 1	Forage Facts Roundup. Weinheimer Building, Highland. 10 a.m.
March 2	Forage Facts Roundup, Middledorf Auction House, Jacksonville. 10 a.m.
March 5	Forage Facts Roundup. Farm Bureau Auditorium, Galesburg. 10 a.m.
March 6	Forage Facts Roundup. 4-H Center, Amboy. 10 a. m.
March 7	Forage Facts Roundup. Masonic Temple, Freeport. 10 a.m.

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March 7	St. Louis National Stockyards Market Hog Show. St. Louis.
March 8	Forage Facts Roundup. Riley Grange Hall, Marengo. 10 a.m.
March 9	Forage Facts Roundup. Grace Methodist Church, Joliet. 10 a.m.
March 13	Illinois Swine Growers Day. University of Illinois, Urbana.
March 26	Ag Chemical Clinic. University of Illinois, Urbana.
March 29	Illinois Farm Electrification Council District 4 Annual Meeting. Vandalia.
April 7	Ag Student Guest Day and Home Economics Hospitality Day. University of Illinois, 9 a.m.

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From Extension Editorial Office
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS
March-April, 1962

March 5	Forage Facts Roundup. Farm Bureau Auditorium, Galesburg. 10 a.m.
March 6	Forage Facts Roundup. 4-H Center Amboy. 10 a.m.
March 7	Forage Facts Roundup. Masonic Temple, Freeport. 10 a.m.
March 7	St. Louis National Stockyards Market Hog Show. St. Louis.
March 8	Forage Facts Roundup. Riley Grange Hall, Marengo. 10 a.m.
March 9	Forage Facts Roundup. Grace Methodist Church, Joliet. 10 a.m.
March 13	Illinois Swine Growers Day. University of Illinois, Urbana.
March 26	Ag Chemical Clinic. Farm Bureau Building, Champaign. 10 a.m.
April 2	Ag Chemical Clinic. Holiday Inn, Effingham. 10 a.m.
April 3	Ag Chemical Clinic. White Co. Farm Bureau Building, Carmi. 10 a.m.
April 4	Ag Chemical Clinic. Murphysboro. 10 a.m.
April 5	Ag Chemical Clinic. Madison Co. Farm Bureau Building, Edwardsville. 10 a.m.
April 6	Ag Chemical Clinic. Logan Co. 4-H Pavilion, Lincoln. 10 a.m.
April 6	Albion Feeder Pig Sale.
April 7	Ag Student Guest Day. Auditorium, University of Illinois. 9 a.m.
April 7	Home Ec. Hospitality Day. Lincoln Hall, University of Illinois. 9 a.m.
April 9	Ag Chemical Clinic. Legion Building, Pittsfield.
April 10	Ag Chemical Clinic. Knoxville High School, Knoxville. 10 a.m.
April 11	Ag Chemical Clinic. Farm Bureau Auditorium, Oregon. 10 a.m.
April 12	Ag Chemical Clinic. Farm Bureau Auditorium, Yorkville. 10 a.m.
April 13	Illinois Cattle Feeders Day. University of Illinois, Urbana. 9 a.m.
April 18, 19	17th Annual Midwestern Milk Marketing Conference. Motel Urbana Auditorium, Urbana. 9 a.m.
April 25, 26	Illinois Bankers Agricultural Conference. Law Building Auditorium, University of Illinois, Urbana. Registration, 8:00-9:15 a.m.
April 27-May 3	27th Leisurecraft and Counseling Camp. 4-H Memorial Camp, Monticello.
April 28	Land of Lincoln 4-H Fitting and Showmanship and Judging School, Fairgrounds, Springfield. 10 a.m.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

April - May, 1962

April 2	Ag Chemical Clinic. Holiday Inn, Effingham. 10 a.m.
April 3	Ag Chemical Clinic. White Co. Farm Bureau Building, Carmi. 10 a.m.
April 4	Ag Chemical Clinic. Murphysboro. 10 a.m.
April 5	Ag Chemical Clinic. Madison Co. Farm Bureau Building, Edwardsville. 10 a.m.
April 6	Ag Chemical Clinic. Logan Co. 4-H Pavilion, Lincoln. 10 a.m.
April 6	Albion Feeder Pig Sale.
April 7	Ag Student Guest Day. Auditorium, University of Illinois, Urbana. 9a.m.
April 7	College of Agriculture Alumni Meeting. Spice Box, Bevier Hall, Urbana. 10 a.m.
April 7	Home Ec. Hospitality Day. Lincoln Hall Auditorium, University of Illinois, Urbana. 9 a.m.
April 9	Ag Chemical Clinic. Legion Building, Pittsfield. 10 a.m.
April 10	Ag Chemical Clinic. Knoxville High School, Knoxville. 10 a.m.
April 11	Ag Chemical Clinic. Farm Bureau Auditorium, Oregon. 10 a.m.
April 12	Ag Chemical Clinic. Farm Bureau Auditorium, Yorkville. 10 a.m.
April 13	Illinois Cattle Feeders Day. University of Illinois, Urbana. 9 a.m.
April 18-19	17th Annual Midwestern Milk Marketing Conference. Motel Urbana Auditorium, Urbana, 9 a.m.
April 25-26	Illinois Bankers Agricultural Conference. Law Building Auditorium, University of Illinois, Urbana. Registration, 8:00-9:15 a.m.
April 27-May 3	27th Leisurecraft and Counseling Camp. 4-H Memorial Camp, Monticello.
April 28	Land of Lincoln 4-H Fitting and Showmanship and Judging School. Fairgrounds, Springfield. 10 a.m.
May 4	Albion Feeder Pig Sale. Albion
May 5	State FFA Awards Day. 103 Mumford Hall, University of Illinois, Urbana. 10 a.m.
May 12	College of Veterinary Medicine Open House. University of Illinois, Urbana.
May 18	Eastern Illinois Veterinary Association Spring Clinic. Veterinary Medicine Building, University of Illinois, Urbana.
May 24	Benton Feeder Pig Sale. Benton.

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From Extension Editorial Office
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Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

May - June, 1962

May 4	Albion Feeder Pig Sale. Albion.
May 5	State FFA Awards Day. 103 Mumford Hall, University of Illinois, Urbana. 10 a.m.
May 12	College of Veterinary Medicine Open House. University of Illinois, Urbana. 9 a.m.-4 p.m.
May 14-18	Wool Pool, Dixon Springs Experiment Station. Dixon.
May 18	Eastern Illinois Veterinary Association Spring Clinic. Veterinary Medicine Building, University of Illinois, Urbana.
May 21-25	Peoria Area Wool Pool. Peoria.
May 24	Benton Feeder Pig Sale. Benton.
June 1	Albion Pig Sale. Albion.
June 6	4-H Lamb Marketing Day. National Stock Yards.
June 6-8	Illinois FFA State Convention. Conrad Hilton Hotel, Chicago.
June 12-14	Illinois Association of Vocational Agriculture Teachers Conference. University of Illinois, Urbana.
June 12	Brownstown Experiment Field Day. Brownstown. 10 a.m.
June 13	Toledo Experiment Field Day. Toledo. 1:30 p.m.
June 14	Newton Experiment Field Day. Newton. 1:30 p.m.
June 15	Illinois Purebred Sheep Association Ram and Ewe Sale. Stock Pavilion, University of Illinois, Urbana. Judging starts at 9:30 a.m.
June 19-22	Vocational Agriculture Conference: "New Dimensions in Agricultural Education." University of Illinois, Urbana.
June 20-22	State 4-H Club Week. University of Illinois, Urbana.
June 21	State FFA Judging Contest. Stock Pavilion, University of Illinois, Urbana.
June 25-29	Poultry Science Association Annual Meeting. University of Illinois, Urbana.
June 27-29	North Central Group of the American Society of Agronomy Meeting. University of Illinois, Urbana.
June 28	Benton Pig Sale. Benton.

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Extension Editorial Office
College of Agriculture
University of Illinois
Urbana, Illinois

Agricultural events calendar for Illinois

May - June, 1952

May 4 Illinois Feeder Pig Sale. Urbana.

May 5 Grade 4-H Achievement Day. 4-H Central Field, University of Illinois, Urbana. 10 a.m.

May 26 College of Veterinary Medicine Open House. University of Illinois, Urbana. 9 a.m.-4 p.m.

May 26-28 Wool Week. Illinois Agriculture Department Auditorium. Springfield.

May 28 Farmers Institute Vesper by Associated Spring Clubs. Vocational Agriculture Building, University of Illinois, Urbana.

May 29-30 Peoria Area Food Fair. Peoria.

May 30 Bandon Feeder Pig Sale. Bandon.

June 1 Ribbon Pig Sale. Albion.

June 2 4-H Club Membership Day. Midland Beach Beach.

June 5-9 Illinois 4-H State Convention. Central Illinois Hotel, Bloomington.

June 10-14 Illinois Association of Vocational Agriculture Teachers Convention. University of Illinois, Urbana.

June 12 Farm and Home Management Field Day. Brownstown. 10 a.m.

June 13 Polecat Improvement Field Day. Mahomet. 1:30 p.m.

June 14 Pewee Improvement Field Day. Gordon. 1:30 p.m.

June 15 Illinois Purebred Sheep Association Ram and Ewe Sale. Stock Pavilion, University of Illinois, Urbana. Judging starts at 9:00 a.m.

June 17-22 Vocational Agriculture Conference. "New Dimensions in Agricultural Education." University of Illinois, Urbana.

June 20-21 State 4-H Club Week. University of Illinois, Urbana.

June 21 Swine 4-H Judging Contest. Swine Pavilion, University of Illinois, Urbana.

June 22-23 Illinois Farmers Association Annual Meeting. University of Illinois, Urbana.

June 27-28 Joint Central Group of the American Society of Agronomy Meeting. University of Illinois, Urbana.

June 28 Bacon Pig Sale. Bandon.

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From Extension Editorial Office
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Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

June - July, 1962

June 1	Albion Feeder Pig Sale. Albion.
June 5	Vegetable Growers Twilight Meeting. Vegetable Growers Hall, Caseyville. 7:30 p.m.
June 6	Vegetable Growers Twilight Meeting. R. J. Baker Farm, Jonesboro. 7 p.m.
June 6	4-H Lamb Marketing Day. National Stock Yards.
June 6-8	Illinois FFA State Convention. Conrad Hilton Hotel, Chicago.
June 12-14	Illinois Association of Vocational Agriculture Teachers Conference. University of Illinois, Urbana.
June 12	Brownstown Experiment Field Day. Brownstown. 10 a.m.
June 13	Toledo Experiment Field Day. Toledo. 1:30 p.m.
June 13-14	Annual Summer Tour of Illinois Society of Professional Farm Managers and Rural Appraisers. IAA Building, Bloomington. 9:30 a.m.
June 14	Newton Experiment Field Day. Newton. 1:30 p.m.
June 15	Illinois Purebred Sheep Association Ram and Ewe Sale. Stock Pavilion, University of Illinois, Urbana. Judging starts at 9:30 a.m.
June 19-22	Vocational Agriculture Conference: "New Dimensions in Agricultural Education." University of Illinois, Urbana.
June 19	Vegetable Growers Field Day. Downers Grove Experiment Field. 10:30 a.m.
June 20-22	State 4-H Club Week. University of Illinois, Urbana.
June 21	State FFA Judging Contest. Stock Pavilion, University of Illinois, Urbana.
June 25-29	Poultry Science Association Annual Meeting. University of Illinois, Urbana.
June 27-29	North Central Branch of the American Society of Agronomy Meeting. University of Illinois, Urbana.
June 28	Benton Pig Sale. Benton.
July 2	Hartsburg Experiment Field Day. Hartsburg. 1:30 p.m.
July 6	DeKalb Experiment Field Day. DeKalb. 1:30 p.m.
July 13	State 4-H Judging Contests. Stock Pavilion, University of Illinois, Urbana. Registration, 9 a.m.

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From Extension Editorial Office
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Urbana, Illinois

AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

July - August, 1962

July 2	Hartsburg Experiment Field Day. Hartsburg. 1:30 p.m.
July 6	DeKalb Experiment Field Day. DeKalb. 1:30 p.m.
July 7-8	Illinois State Beekeepers' Association Meeting. Horticultural Field Laboratory, University of Illinois, Urbana.
July 8	State IFYE Summer Picnic. Western Illinois 4-H Camp, Jacksonville. 12 noon.
July 13	State 4-H Judging Contests. Stock Pavilion, University of Illinois, Urbana. Registration, 9 a.m.
July 18	East St. Louis Area Vegetable Growers Twilight Meeting. William Burns farm, East St. Louis. 7 p.m.
July 19	Jasper County Swine Testing Station Field Day. Ste. Marie. 1:30 p.m.
July 20-22	Camps for Families. Western Illinois 4-H Camp, Jacksonville.
July 20	Albion Feeder Pig Sale. Albion. 8 p.m.
July 21	Tri-State Swine Marketing Day. Evansville, Indiana.
July 22-28	National Farm Safety Week.
July 30-August 3	Camps for Families. Southern Illinois 4-H Camp, West Frankfort.
August 3-5	Camps for Families. White Eagle 4-H Camp, Leaf River.
August 5-11	Boys' Farm Forestry Camp. Southern Illinois 4-H Camp, West Frankfort.
August 8	Carbondale Experiment Field Day. Carbondale. 1:30 p.m.
August 10-19	Illinois State Fair. Springfield.
August 20	Forrest Swine Testing Station Field Day. Forrest. 1:30 p.m.
August 30	Southern Illinois Farm Management Tour. Welsh Brothers farms, 5 miles east and 1 mile north of Marshall. 10 a.m.
Sept. 4	Northern Illinois Farm Management Tour. Jakob Brothers farms, 5 miles south of Milledgeville; Dean Butterbough farm, 9 miles east and 1 mile north of Rock Falls.
Sept. 5	Central Illinois Farm Management Tour. Russell Jackel farm, Delavan. 10:30 a.m.
Sept. 7-8	Farm and Home Science Show. College of Agriculture South Farms, University of Illinois, Urbana.

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From Extension Editorial Office
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

August - September, 1962

July 30-August 3	Camp for Families. Southern Illinois 4-H Camp, West Frankfort.
August 3-5	Camp for Families. White Eagle 4-H Camp, Leaf River.
August 5-11	Boy's Farm Forestry Camp. Southern Illinois 4-H Camp, West Frankfort
August 8	Carbondale Experiment Field Day. Carbondale. 1:30 p.m.
August 10-19	Illinois State Fair. Springfield.
August 10	Lawn Field Day. Drug and Horticultural Experiment Station, Downers Grove. 7:30 p.m.
August 11	Lawn Field Day. Drug and Horticultural Experiment Station, Downers Grove. 9 a.m.
August 20	Forrest Swine Testing Field Day. Forrest. 1:30 p.m.
August 30	Southern Illinois Farm Management Tour. Welsh Brothers farms, 5 miles east and 1 mile north of Marshall. 10 a.m.
September 4	Northern Illinois Farm Management Tour. Jakob Brothers farms, 5 miles south of Milledgeville; Dean Butterbaugh farm, 9 miles east and 1 mile north of Rock Falls.
September 4	LaMoille Swine Testing Sale. LaMoille. 7:30 p.m.
September 5	Central Illinois Farm Management Tour. Russell Jeckel farm, Delavan. 10:30 a.m.
September 7-8	Farm and Home Science Show. College of Agriculture South Farms, University of Illinois, Urbana.
September 9	Illinois All-Industry Poultry Day. University of Illinois, Urbana. Registration 9:30 a.m.
September 10	Toledo Experiment Field Day. Toledo. 1:30 p.m.
September 10	Clayton Experiment Field Day. Clayton. 1:30 p.m.
September 11	Dairy Marketing Meeting. Aurora. 4:30 p.m.
September 11	Oblong Experiment Field Day. Oblong. 1:30 p.m.
September 11	Carthage Experiment Field Day. Carthage. 1:30 p.m.

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September 12	Aledo Experiment Field Day. Aledo. 1:30 p.m.
September 12	Dairy Marketing Meeting. Oregon. 4:30 p.m.
September 13	Kewanee Experiment Field Day. Kewanee. 1:30 p.m.
September 13	Dairy Marketing Meeting. Waffle House Restaurant, Galesburg. 4:30 p.m.
September 14	Elwood Experiment Field Day. Elwood. 1:30 p.m.
September 14	Dairy Marketing Meeting. Black Hawk Restaurant, Jacksonville. 4:30 p.m.
September 17	Carlinville Experiment Field Day. Carlinville. 1:30 p.m.
September 18	Dairy Marketing Meeting. Lincoln. 4:30 p.m.
September 18	Ewing Experiment Field Day. Ewing. 1:30 p.m.
September 19	Dairy Marketing Meeting. Edwardsville. 4:30 p.m.
September 20	Dairy Marketing Meeting. Carbondale. 4:30 p.m.
September 21	Dairy Marketing Meeting. Carmi. 4:30 p.m.
September 24	Dairy Marketing Meeting. Effingham. 4:30 p.m.
September 25	Dairy Marketing Meeting. Urbana. 4:30 p.m.
September 28	Illinois-Indiana Sale. Vincennes.

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From Extension Editorial Office
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Urbana, Illinois

Correction on AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

August - September, 1962

Illinois All-Industry Poultry Day. University of Illinois, Urbana.

September 7 instead of September 9 as listed.

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e Building, University of

Jakob Brothers farm,
ois 88. 1:30 p.m.;
9 miles east of junction
and 1 mile north. 10 a.m.

and C. J. Hopkins
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John and Russell Jeckel
Illinois 122. Tours at

1:30 p.m.

rm Management Association.
iversity of Illinois,

m 62 Krannert Art Museum,
ration 9:30 a.m.

e Building, University of
y; 9 a.m.-3 p.m. Saturday.

Agriculture South Farms,

on Fall Field Day.

September 10	Agronomy Experiment Field Day. Toledo. 1:30 p.m.
September 10	Agronomy Experiment Field Day. Clayton. 1:30 p.m.
September 10	Illinois Society of Professional Farm Managers and Rural Appraisers Fall Tour. Farm Bureau Building, Princeton. 9 a.m.
September 11	Dairy Marketing Meeting. Holiday Inn, Aurora. 4:30 p.m.
September 11	Agronomy Experiment Field Day. Oblong. 1:30 p.m.

NOTE: The LaMoille Swine Testing Sale listed for September 4 in the previous

From Extension Editorial Office
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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

September - October, 1962

September 2-6	Town and Country Art Show. Architecture Building, University of Illinois, Urbana. 1-5 p.m.
September 4	Northern Illinois Farm Management Tour. Jakob Brothers farm, 5 miles south of Milledgeville on Illinois 88. 1:30 p.m.; Dean Butterbaugh and C. B. Swartz farm, 9 miles east of junction U. S. 30 and Illinois 88 in Rock Falls and 1 mile north. 10 a.m.
September 5	Agronomy Experiment Field Day, 10 a.m., and C. J. Hopkins Memorial Dedication, 1 p.m. Brownstown.
September 5	Central Illinois Farm Management Tour. John and Russell Jeckel farm, 1/4 mile northeast of Delavan on Illinois 122. Tours at frequent intervals from 9 to 11:30 a.m.
September 6	Agronomy Experiment Field Day. Newton. 1:30 p.m.
September 7	Annual meeting, Illinois Farm Bureau Farm Management Association. Room 135 Animal Sciences Laboratory, University of Illinois, Urbana. 10 a.m.
September 7	Illinois All-Industry Poultry Day. Room 62 Krannert Art Museum, University of Illinois, Urbana. Registration 9:30 a.m.
September 7-8	Town and Country Art Show. Architecture Building, University of Illinois, Urbana. 9 a.m.-9 p.m., Friday; 9 a.m.-3 p.m. Saturday.
September 7-8	Farm and Home Science Show. College of Agriculture South Farms, University of Illinois, Urbana.
September 7-11	Illinois State Turkey Growers Association Fall Field Day. Bonnett's Hatchery, Havana. 9:30 a.m.
September 10	Agronomy Experiment Field Day. Toledo. 1:30 p.m.
September 10	Agronomy Experiment Field Day. Clayton. 1:30 p.m.
September 10	Illinois Society of Professional Farm Managers and Rural Appraisers Fall Tour. Farm Bureau Building, Princeton. 9 a.m.
September 11	Dairy Marketing Meeting. Holiday Inn, Aurora. 4:30 p.m.
September 11	Agronomy Experiment Field Day. Oblong. 1:30 p.m.

NOTE: The LaMoille Swine Testing Sale listed for September 4 in the previous calendar has been canceled.

September 11	Agronomy Experiment Field Day. Carthage. 1:30 p.m.
September 12	Members of Illinois Foundation Seeds Inc. to tour Agronomy South Farm, University of Illinois, Urbana.
September 12	Agronomy Experiment Field Day. Aledo. 10 a.m.
September 12	Dairy Marketing Meeting. Ogle County Farm Bureau Auditorium, Oregon. 4:30 p.m.
September 13	Dairy Marketing Meeting. Waffle House Restaurant, Route 150, Galesburg. 4:30 p.m.
September 13	Benton Feeder Pig Sale. Benton. 1 p.m.
September 14	Dairy Marketing Meeting. Blackhawk Restaurant, East Morton, Jacksonville. 4:30 p.m.
September 14	Cooperative Feeder Cattle Sale. Vincennes. 1 p.m.
September 14	Test Station Boar Sale. Martinsville.
September 14	Agronomy Experiment Field Day. Elwood. 1:30 p.m.
September 17	Agronomy Experiment Field Day. Carlinville. 1:30 p.m.
September 18	Agronomy Experiment Field Day. Ewing. 1:30 p.m.
September 18	Dairy Marketing Meeting. Hotel Lincoln, Lincoln. 4:30 p.m.
September 19	Dairy Marketing Meeting. Farm Bureau Building, Edwardsville. 4:30 p.m.
September 20	Dairy Marketing Meeting. Agricultural Building Seminar Room, Carbondale. 4:30 p.m.
September 21	Dairy Marketing Meeting. Farm Bureau Building, Carmi. 4:30 p.m.
September 22	Vocational Agriculture Meat and Milk Products Judging Contest. Stock Pavilion, University of Illinois, Urbana. 10 a.m.
September 22	4-H Poultry Judging Contest Finals. University of Illinois, Urbana. 9:30 a.m.
September 24	Dairy Marketing Meeting. Holiday Inn, Effingham. 4:30 p.m.
September 25	Dairy Marketing Meeting. Hotel Tilden-Hall, Urbana. 4:30 p.m.
September 26-28	Illinois Technical Forestry Association Field Meeting. Harrisburg. Starts at 6 p.m. on September 26.
September 28	Cooperative Feeder Cattle Sale. Vincennes. 1 p.m.

NOTE: The Kewanee Experiment Field Day listed for September 13 in the previous calendar has been canceled.

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October 4	Egyptian Livestock Association Cooperative Feeder Cattle Sale. Dixon Springs Experiment Station, Robbs. 12:30 p.m.
October 9	Cooperative Feeder Cattle Sale. Benton.
October 11	Cooperative Feeder Pig Sale. Benton.
October 11-12	43rd Annual Illinois Conference and Extension Short Course for Veterinarians. College of Veterinary Medicine, University of Illinois, Urbana. 1 p.m.
October 12	Cooperative Feeder Pig Sale. Albion.
October 12	Cooperative Feeder Cattle Sale. Vincennes.
October 13	Tri-State Junior Steer Show and Sale. Evansville.
October 16-17	Symposium on Protein Nutrition and Metabolism, Law Building Auditorium, University of Illinois, Urbana. 9:30 a.m.
October 25-27	Chicago Feeder Cattle Show. Union Stock Yards, Chicago.

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From Extension Editorial Office
College of Agriculture
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Urbana, Illinois

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Correction on AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

Illinois State Turkey Growers Association Fall Field Day. Bonnett's Hatchery. Havana. Registration begins at 10 a.m. instead of 9:30 a.m. as listed. September 11 instead of September 7-11 as listed.

TURAL EVENTS CALENDAR FOR ILLINOIS

October - November, 1962

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s Experiment Station, Robbs. 12:30 p.m.

Feeder Cattle Sale. Benton.

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Illinois Conference and Extension Short Course
cians. College of Veterinary Medicine, University
Urbana. 1 p.m.

Feeder Pig Sale. Albion.

Feeder Cattle Sale. Vincennes.

nior Steer Show and Sale. Evansville.

Protein Nutrition and Metabolism, Law Building
University of Illinois, Urbana. 9:30 a.m.

en's Conference. 424 Mumford Hall, University of
bana. 9:30 a.m.

er Cattle Show. Union Stock Yards. Chicago.

l Florists' Conference. Motel Urbana, Urbana.

chery and Feed Convention. Peoria.

ek

icultural Society Annual Meeting. Abraham
l, Springfield.

Recognition Day. Springfield.

. Livestock and Dairy Show. Chicago.

Club Congress. Chicago.

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Tues. Evening of 2 September (-11 as listed.

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October 16-17	Symposium on Protein Nutrition and Metabolism, Law Building Auditorium, University of Illinois, Urbana. 9:30 a.m.
October 23	Dairy Fieldmen's Conference. 424 Mumford Hall, University of Illinois, Urbana. 9:30 a.m.
October 25-27	Chicago Feeder Cattle Show. Union Stock Yards. Chicago.
November 4-5	Illinois Fall Florists' Conference. Motel Urbana, Urbana.
November 13-14	Illinois Hatchery and Feed Convention. Peoria.
November 16-22	Farm-City Week
November 19-20	Illinois Horticultural Society Annual Meeting. Abraham Lincoln Hotel, Springfield.
November 20	4-H Leaders' Recognition Day. Springfield.
November 23-December 1	International Livestock and Dairy Show. Chicago.
November 24-30	National 4-H Club Congress. Chicago.

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AGRICULTURAL EVENTS CALENDAR FOR ILLINOIS

November - December, 1962

November 4-5	Illinois Fall Florists' Conference. Motel Urbana, Urbana.
November 13-14	Illinois Hatchery and Feed Convention. Pere Marquette Hotel, Peoria.
November 16-22	Farm-City Week
November 19-20	Illinois Horticultural Society Annual Meeting. Abraham Lincoln Hotel, Springfield.
November 20	4-H Leaders' Recognition Day. St. Nicholas Hotel, Springfield.
November 23-December 1	International Livestock and Dairy Show. Chicago.
November 24-30	National 4-H Club Congress. Chicago.
November 26-27	Annual Meeting of American Society of Farm Managers and Rural Appraisers. LaSalle Hotel, Chicago.
December 1	University Quarter Horse Sale. Stock Pavilion, Urbana. 1 p.m.
December 4	Farm Structures Day. Law Auditorium, Urbana.
December 4-6	Farmstead Planning and Mechanization Workshop. Law Auditorium, Urbana.
December 6	Benton Feeder Pig Sale.
December 6-7	Annual Turfgrass Conference. Law Auditorium. 9 a.m.
December 7	Illinois Sheep Day. Stock Pavilion, Urbana. 10 a.m.
December 14	Albion Feeder Pig Sale.

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